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## **PRESS RELEASE**



## **UNLEASH UNLIMITED WITH THE NEXT-GEN FUTURE 8**

**Herzogenaurach, Germany, January 9<sup>th</sup>, 2025** —Global sports brand PUMA has today launched the FUTURE 8 Unlimited edition. Engineered for the ultimate fit, feel and agility, the next-gen FUTURE is designed for playmakers to unleash their creativity. Featuring the all-new FUZIONFIT<sup>3</sup> skin, GripControl Pro and the innovative FLEXGILITY outsole you can move between the lines and create without limits because the FUTURE is ‘Yours to Create’.

The next-gen FUTURE 8 features all-new tech upgrades to give players the tools to play with freedom and unleash their creative instincts. The new FUTURE features a unique purple and black colorway with brushes of orange and white detailing to give the boot a unique aesthetic.

The FUTURE 8 features a FUZIONFIT<sup>3</sup> upper, offering a snug, cushioned fit without limiting explosive movements. The upper features an elastic LYCRA® layer, 3D Fuzionpods and PWRTAPE for an adaptive fit that moves with you like a second skin, so you can create without constraints.

When you want to showcase your skills with the ball, a high-density mesh layer with GripControl Pro gives you all the ball grip and control you need to create chances or finish them off.

The brand-new FLEXGILITY outsole, circular stud layout and dual-density composition provides 360-degree agility to give players a platform to produce explosive and agile movements in all directions allowing you to create without limits at top speed.

The FUTURE also comes in a women's fit, with the latest FUTURE tech and a slimmer fit tailored to the anatomy of a woman's foot. The women's fit version of the boot is designed to enhance comfort and performance for women playmakers to be able to perform at their best. It's built different, for women who make a difference on the pitch.

"The FUTURE has always been about giving players a boot to unleash their creativity. The FUTURE 8 features a new FUZIONFIT<sup>3</sup> upper that has taken the unique fit properties of the FUTURE to the next level, giving players a fit that is an extension of their foot and provides unrestricted foot flexion giving players freedom of movement to showcase their skills on the pitch. This combined with the FLEXGILITY outsole gives players enhanced rotation and flexibility within the boot to create audacious and instinctive movements at top speed", said *Florian Nemetz, Teamhead Product Line Management Teamsport Footwear*.

The FUTURE 8 launches as part of the Unlimited pack, which also features the ULTRA 5 in ULTIMATE and CARBON editions and the KING ULTIMATE, with all football boots available in both unisex and women's fits.

The FUTURE 8 Unlimited edition and the Unlimited pack are available on pre-sale from January 9<sup>th</sup> in PUMA stores, PUMA.com, and at specialist retailers with global release from January 16<sup>th</sup>.

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## **PUMA**

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PUMA is one of the world's leading Sports Brands, designing, developing, selling, and marketing footwear, apparel, and accessories. For more than 75 years, PUMA has relentlessly pushed sport and culture forward by creating fast products for the world's fastest athletes. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running and Training, Basketball, Golf, and Motorsports. It collaborates with renowned designers and brands to bring sport influences into street culture and fashion. The PUMA Group owns the brands PUMA, Cobra Golf and stichd. The company distributes its products in more than 120 countries, employs more than 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany.