



PRESS RELEASE

Rooted in Heritage, Driven by Innovation: PUMA for Scuderia Ferrari HP Collection

Herzogenaurach, 8th January 2025 – Global sports company PUMA, in partnership with Scuderia Ferrari HP, unveils a unique collection that seamlessly blends vintage charm with a bold, forward-looking edge. This collaboration celebrates the spirit of innovation and the competitive drive that defines Scuderia Ferrari HP.

The designs in this collection are anchored in classic simplicity, with the iconic yellow Scudetto emblem at their core — a timeless symbol of pride and excellence. Each piece reflects the legacy of Ferrari while embracing modern style and performance.

Standout apparel includes sleek tees, hoodies, and caps that fuse the aesthetics of racing heritage with contemporary fashion. Joining the lineup is PUMA ambassador Charles Leclerc, embodying the spirit of speed and style.

This is more than a collection of apparel; it's a statement of passion and performance. Designed to appeal to motorsport enthusiasts and fashion-forward individuals alike, each piece embodies the essence of Scuderia Ferrari HP's relentless pursuit of excellence. From the racetrack to the streets, the collection strikes a perfect balance between functionality and sophistication, making sure that fans can show their loyalty in style.

The PUMA for Scuderia Ferrari HP Collection is available now at select PUMA stores, puma.com, and store.ferrari.com.

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PUMA

PUMA is one of the world's leading sports brands, designing, developing, selling and marketing footwear, apparel and accessories. For 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 about 20,000 people worldwide, and is headquartered in Herzogenaurach/Germany.