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PRODUCT BRIEF



PLAYMAKERS WANTED: INTRODUCING THE CREATIVITY PACK FEATURING NEYMAR JR. AND LAMELO BALL

Herzogenaurach, Germany, 13th February 2025 — Global sports company PUMA has today unveiled the Creativity pack featuring an exclusive cross-over with football and basketball. The new collection brings together two of PUMA's biggest athletes Neymar Jr. and Lamelo Ball to celebrate their creativity, style and out of this world skills.

Playing like everyone else? When the game gets predictable, flip the script with Neymar Jr. and LaMelo Ball. Whether you're balling on the pitch or the hardwood, the Creativity pack is here to remind you: rules are optional, instincts are everything. Featuring fresh takes on the FUTURE 8 football boots by Neymar Jr, Melo's signature MB.04 basketball shoes, both with matching jerseys, shorts, ¼ zip tops, training pants, hoody's and logo tee's in both adult and junior sizes. The collection celebrates playmakers of all kinds, whether they're from Santos, California, or simply Not From Here.

The next-gen FUTURE 8 Creativity edition features all-new tech upgrades to give players the tools to play with freedom and unleash their creative instincts. The new Creativity edition of the FUTURE features a vibrant orange poppy base color with unique violet, pink and electric peppermint detailing to make the boot truly stand out from the crowd.

The FUTURE 8 features a FUZIONFIT³ 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.

LaMelo Ball's latest signature shoe, the MB.04 Creativity, dares players to break the mold. Rejecting predictability, the MB.04 Creativity boasts a striking mismatched design with vibrant colors, all built upon a foundation of responsive NITROFOAM™ cushioning. The shoe's 5D printed upper features a raised, tentacle-like design, while hidden "1 OF ONE" and "RARE" details showcase Melo's unique personality. His signature Wings logo adorns the heel, and the outsole features a hovering spaceship, "NOT FROM HERE" and "RARE" wording, and fiery heel accents, further emphasizing the shoe's otherworldly inspiration.

The Creativity pack ft Neymar Jr. and LaMelo Ball is available in PUMA stores, at PUMA.com, and at specialist retailers from February 13th.

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MEDIA CONTACT:

Luke Haidarovic – Lead Global Marketing, PR & Player Activations Teamsport – luke.haidarovic@puma.com

Katie Reed – PR Manager Basketball – katie.reed@puma.com

PUMA

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.