



PRESS RELEASE

PUMA UNVEILS JER-SHE: A CANVAS FOR WOMEN'S SELF-EXPRESSION.



Herzogenaurach, 20th February 2025 – In March, PUMA invites women to express themselves with the JER-SHE collection, offering a blank canvas for women to write their own story.

JER-SHE embraces the power of simplicity, and the idea that you are at your best when you are yourself. To make it real, PUMA provides women with a platform to shine; each piece in the collection serves as a blank page, inviting women to express their true selves with boldness and authenticity. The collection spans across football, basketball and motorsports.

"This campaign celebrates the diversity and strength of women in sports. We're proud to provide a platform for them to shine and inspire each other's. Every jersey in this collection represents a blank canvas to express who they are and what they stand for" said **Maria Valdes**, Chief Product Officer at PUMA.

Drawing inspiration from basketball, Motorsports, and football, the collection introduces three experimental jerseys that challenge conventions through remixed proportions, deconstructed forms, and subversive takes on sports iconography. These pieces represent a new vision of athletic uniforms, one that is driven by the women shaping the future of sport.

Capping off the collection, a Bucket Hat extends the JER-SHE design language, reinforcing the capsule's bold aesthetic.

"Every choice of outfit carries a personal narrative, and every piece of clothing is a blank page to write and draw who you really are," said **Julie Legrand – Senior Director Global Brand Strategy & Communications at PUMA.**

This release aligns with PUMA's ongoing willingness to celebrate and empower women in sports and culture. The JER-SHE collection takes this mission further by literally putting the power of expression in the hands of the wearer.

PUMA's Jer-She collection is available starting March 1, 2025, from PUMA.com, PUMA flagship stores, and selected PUMA stockists.

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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.