



KIDSUPER
STUDIOS

PRESS RELEASE

THE EXPRESSIVE ARTWORK OF KIDSUPER MERGES WITH PUMA'S ARCHIVE OF FOOTBALL CLASSICS



Herzogenaurach, 4th March, 2025 – Close PUMA collaborator Colm Dillane, better known as KidSuper, returns with his latest collection, fusing streetwear style codes with PUMA's archive of football classics.

The DNA of the ongoing collaboration once again blends fashion-forward patterns, graphics, and details with the form and function of sportswear. Featuring statement designs that are elevated with original artwork created by KidSuper himself, the collection also includes the Indoor Dstrsd and a new rendition of the PUMA King Indoor.

Dillane's signature visuals appear across the range on items such as the graphic jersey, which features bold watercolor imagery on the chest, and the button-up shirt, which is adorned with KidSuper Studios' handwritten wordmark and custom illustrations. Cut and sew items like the

progressive hoodie, windbreaker, and shorts are linked by two-tone contrasting contour patterns which have become a recurring motif within the PUMA x KidSuper partnership. The ringer tee has a retro look and feel, with the PUMA and KidSuper Studios logos sharing placement on the chest. The collection's pants are characterized by their roomy and relaxed fit.

For accessories, Dillane and PUMA serve up a logo BB Cap and hiking-inspired backpack that brings a utilitarian edge to the offerings.

In keeping with the collaboration's football-inspired roots, and the partnership's affinity for expressive footwear, this drop offers up the Indoor Dstrsd and King Indoor. The Indoor Dstrsd incorporates worn-in details, subtly frayed fabric, and a vintage finish, while the King Indoor is imagined in characteristic faded hues, offset by the shoe's signature gum sole for grip.

The humorous campaign is an exclusive behind-the-scenes look into the inner workings of KidSuper Studios, where creativity is always an adventure. For the lucky intern, a frenzied environment of artistry and athletics (don't forget a pair of free shoes) is just another day on the job.

PUMA x KidSuper is available from the 8th of March, 2025, from PUMA.com, PUMA flagship stores, and selected PUMA stockists.

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PUMA

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