



## PRESS RELEASE

# NEW CHARMED HARRY POTTER COLLABORATION UNVEILED BY PUMA AND WARNER BROS. DISCOVERY GLOBAL CONSUMER PRODUCTS



**Herzogenaurach, March 12, 2025** – PUMA and Warner Bros. Discovery Global Consumer Products brings the world of Harry Potter to life in a magical way. Inspired by PUMA's sports heritage, the partnership comprises apparel, footwear, and accessories that are designed around two of Hogwarts' iconic houses, Gryffindor and Slytherin.

Featuring richly detailed designs that take cues from the Hogwarts Quidditch pitch, the apparel is highlighted by the T7 Tracksuit, Jerseys, and a selection of essential staples like Hoodies and T-Shirts. Graphic tees play with Quidditch themes, featuring spellbook-inspired imagery. PUMA x

Harry Potter badges appear throughout, in addition to accents like House-inspired crests, and Golden Snitch embroidery that is carefully hidden throughout the range.

The PUMA Palermo is transformed with the colors of Gryffindor and Slytherin, coming in green and silver, or scarlet and gold options. A removable lace shroud is emblazoned with the name of each house, as well as debossing to represent Slytherin's clever serpent and Gryffindor's brave lion. PUMA's Easy Rider also comes with a new asymmetrical design, honoring all four of the Hogwarts houses through subtle color hits on the midsole.

A PUMA x Harry Potter waist bag and cap continue the collection's school robe-inspired look, utilizing crests and House colors.

For witches, wizards, and Muggles alike, PUMA x Harry Potter is available starting March 27, 2025, from PUMA.com, PUMA flagship stores, and selected PUMA retailers.

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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 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.

**The Harry Potter Franchise**

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From the moment eleven-year-old Harry Potter met Rubeus Hagrid, Keeper of Keys and Grounds at Hogwarts School of Witchcraft and Wizardry, his adventures have left an indelible mark on popular culture. Today, over 25 years later, the Harry Potter phenomenon thrives as one of the most successful and best-loved entertainment properties in history.

J.K. Rowling's best-selling Harry Potter novels have been brought to life in an ever-evolving, interconnected universe which is loved by millions of fans worldwide. Eight blockbuster Harry Potter films and three epic Fantastic Beasts films bring the spellbinding action to life on screen, Harry Potter and the Cursed Child mesmerizes on stage, and state-of-the-art video and mobile games from Portkey Games allow players to experience the wizarding world like never before. Fans can proudly showcase their passion through innovative consumer products, and thrill at spectacular location-based experiences - including five theme park lands at Universal Studios locations around the world.

This expanding portfolio of Warner Bros. Discovery-owned Harry Potter and Fantastic Beasts offerings includes ground-breaking touring experiences and events, each developed to celebrate special moments and locations that fans cherish, as well as the Platform 9 3/4 retail shops and iconic flagship store - Harry Potter New York. Wizards, Witches and Muggles alike can also discover something new as they explore behind-

the-scenes secrets at Warner Bros. Studio Tour London – The Making of Harry Potter and Warner Bros. Studio Tour Tokyo – The Making of Harry Potter.

With a new HBO Original TV series based on the Harry Potter books on the way, this extended world continues to provide the community with fresh and exciting ways to interact. For its global fans, and for generations to come, it invites everyone in to find the magic for themselves.

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**Warner Bros. Discovery Global Consumer Products:**

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Warner Bros. Discovery Global Consumer Products (WBDGCP), part of Warner Bros. Discovery's Revenue & Strategy division, extends the company's powerful portfolio of entertainment brands and franchises into the lives of fans around the world. WBDGCP partners with best-in-class licensees globally on award-winning toy, fashion, home décor and publishing programs inspired by the biggest franchises from Warner Bros.' film, television, animation, and games studios, HBO, Discovery, DC, Cartoon Network, HGTV, Eurosport, Adult Swim, and more. With innovative global licensing and merchandising programs, retail initiatives, and promotional partnerships, WBDGCP is one of the leading licensing and retail merchandising organizations in the world.