



PRESS RELEASE

PUMA'S LATEST KING INDOOR IS FOR THE QUEENS



Herzogenaurach, April 8, 2025 – For Kings and Queens alike, it's not just about winning, it's about winning in style.

The iconic King Indoor is the centreline of PUMA's new "Royalty" pack. Inspired by the legendary names who wore the PUMA King, including larger-than-life figures like Johan Cruyff, Diego Maradona, and Pelé, this latest release borrows from the familiar team colors of nations that have competed on the world's biggest sporting stage, the World Cup.

Nearly 60 years ago, the first PUMA King was introduced to the sport of football. In 1999, the silhouette evolved when the PUMA King Indoor touched the pitch for the first time. Then in the early 2000s, the King Indoor captured the attention of stylish youth who embraced the silhouette into the era's cultural codes.

For the launch, an accompanying campaign celebrates three female street ballers who invite us to spend a gameday in their boots. Additionally, coinciding with the Dutch holiday of King's Night, PUMA will team up with Dutch label Lack of Guidance for a launch event, featuring a

curated panel talk, music, and more – all in the name of the King. Live-recorded in North Amsterdam, the home of Johan Cruyff, the first episode will feature Ghanaian designer Jefferson Osei, Lack of Guidance co-founder Akaar Amin, and Naomi Accardi of creative platform Systemarosa.

The PUMA King Indoor “Royalty” pack launched on April 1, 2025, and is now available at select retailers worldwide.

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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.