



## PRESS RELEASE

### PUMA CHANNELS ARCHIVAL ENERGY INTO THE NEW, LOW-PROFILE H-STREET SNEAKER



**Herzogenaurach, June 24, 2025** – PUMA unveils the H-Street, a bold reimaging of its early 2000s track-and-field heritage, refreshed for 2025.

Adapted from an archival running spike, the H-Street traces its lineage back to PUMA's late-'90s Harambee silhouette, an innovative racer built for speed, and named after the Swahili word meaning “pull together” as an evocation of team spirit.

Steeped in PUMA's heritage of athletics and innovation, the low-profile H-Street silhouette features a lightweight mesh upper, with nostalgic details including the T-shaped toebox, race-ready shape, and track-inspired outsole tread. Striking silver panels lock down the sneaker's vintage look and feel, while PUMA's iconic wordmark and leaping cat logo are stamped boldly on the tongue.

“The running-inspired roots of the PUMA H-Street feel perfectly in sync with the style landscape of today, as we continue to extend our footprint in the low-profile space. It's

another icon from our archive that showcases PUMA's rich heritage, evolved for 2025 with a fresh lifestyle perspective," says Christina Mirabelli, PUMA's Director of Sportstyle Marketing.

First introduced in 2003, and now reworked for 2025, the H-Street transcends performance and steps into the lifestyle space. The launch of the H-Street is centered around three forthcoming colorways, "Black," "Fizzy Green," and "Frosted Ivory."

The PUMA H-Street is available starting June 28, 2025, from PUMA.com, PUMA flagship stores, and selected stockists.

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**PUMA**

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