



PRESS RELEASE

TIME TO PLAY THE FINAL GAME: PUMA AND NETFLIX LAUNCH SECOND FULL COLLECTION INSPIRED BY THE GLOBAL PHENOMENON, *SQUID GAME*



Herzogenaurach, 2 July, 2025 – PUMA introduces its second collection inspired by Netflix's *Squid Game*, the secret, high-stakes contest at the heart of the award-winning series.

Inspired by the exhilarating moments, lore, as well as the ruthless competition of *Squid Game*, this new collaborative range centers around the anticipated third season, featuring a fresh lineup of games including Jump Rope, Hide and Seek, and of course,

the final Squid Game. For their second collection, PUMA and *Squid Game* bring these new games to life through a range of limited-edition apparel, footwear, and accessories.

PUMA's legacy of sportswear is interpreted through a streetwear lens, with details and accents inspired by *Squid Game*. The collection's Relaxed Football Jersey and Relaxed Shorts feature an abstract all-over print, with a PUMA x *Squid Game* logo lockup and geometric graphics nodding to the show's ominous masked henchmen. The accompanying Graphic T-Shirt channels the infamous green tracksuits worn by *Squid Game* contestants, featuring a specially designed graphic on the chest. Accessories continue the narrative, as the collaborative Bucket Hat also utilizes the show's signature green with graphic accents, while the Waist Bag features a hangtag of Chul-su, a doll-like figurine who is set to appear in season three.

For footwear, PUMA reworks the low-profile Palermo and the Easy Rider, each arriving with rich details and logo touches on the tongue to acknowledge elements from the show. The Easy Rider comes with an asymmetrical red-green design and a special Chul-su hangtag, while the Palermo is outfitted with frenzied contrast stitching across the upper, as well as distinctive lace jewels, and a key-shaped hangtag.

The PUMA x *Squid Game* collection is available on July 10, 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.