



PRESS RELEASE

SKEPTA AND PUMA RETURN WITH A MONOCHROME UNIFORM



Herzogenaurach, August 7th, 2025 – Skepta and PUMA reunite with a tightly edited capsule: black-on-black and stripped-back.

Engineered like uniform, the drop reworks streetwear staples in premium materials - from the heavyweight hoodie and tee to a cap that balances utilitarian edge with refined detail. A co-branded badge, designed for the collab, runs across the apparel.

Anchoring the collection is the PUMA x Skepta Skope Forever Low. Smooth leather, rope laces and a hiking sole. The silhouette feels like a school shoe - but reimagined with contrast tabs and a silver tongue badge. Even the Formstrip is reduced to a stitch.

First release lands at Big Smoke Festival, London, August 9–10, 2025.
Full global launch: August 14, via PUMA.com and select retailers.

Media Contacts:

PUMA

Alberto Turincio, PUMA Global Communication, Sportstyle – alberto.turincio@puma.com

Sandra Wedel, PUMA Global PR, Sportstyle – sandra.wedel@puma.com

Skept

Anna Meacham, Huxley – anna@huxley.world

Kiki Kaur, Huxley – kiki@huxley.world

SKEPTA

One of the most important influences in the global rap scene, multi award-winning artist Skepta has established himself as a multifaceted force, leaving an indelible mark on the worlds of business, film, fashion and music. Through his journey, he has not only defined the sound of a generation but also become one of the most influential figures in contemporary music. Skepta's early recordings, established him as a force to be reckoned with, his albums from this point earning him acclaims including the Mercury Prize and becoming defining moments in British rap. As he continues to evolve, Skepta remains an emblematic figure, embodying the fusion of artistic expression, entrepreneurship, and cultural impact in the 21st century. His current project Mas Tiempo, founded with Jammer, embodies his exploration of electronic music. Beyond music, Skepta is the founder of Big Smoke Corporation which houses creative endeavours. His impact extends into fashion where he has collaborated with brands such as Puma and Burberry, plus launching his own brand-, MAINS, blending his Nigerian and British influences into a distinctive identity. His debut film 'Tribal Mark' was released through his own production company, 1+1 Productions earlier this year.

YouTube @SkeptOfficial IG @Skept Twitter @Skept

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.