

PRESS RELEASE



NEYMAR JR. AND PUMA'S NEW COLLABORATION IS AN ODE TO BRAZILIAN STYLE

Herzogenaurach, Germany; September 21st, 2022 – Born just outside São Paulo, Brazil, the inimitable Neymar da Silva Santos Júnior has quickly ascended to the heights of the world's most popular sport, and in doing so, he has captured the attention of football fans around the globe. Ahead of the World Cup, Neymar Jr. and present an all-new collaborative collection that celebrates the 'belo jogo'.

The tropical collection is an ode to Brazil, the nation, and the culture that shaped Neymar Jr. Running through the collection, a unique graphic language finds inspiration in Brazilian football, São Paulo street art, and several of Neymar Jr.'s most cherished tattoos.

The collection's main insignia, vibrantly embroidered birds are an homage to a tattoo found on the left side of Neymar Jr.'s neck depicting three small birds with the phrase "Tudo Passa." The expression translates to "Everything Passes," a sentiment that reminds the Brazilian superstar to enjoy the moments of celebration and to bear the ways that life tests us. Neymar Jr.'s own logo is also reinterpreted to match the collection's festive color palette.

"Since joining PUMA, they have been bringing a lot of my personality into the collections. They are authentic pieces, with cheerful colors and references from my daily life, such as tattoos. This tropical collection was also created to remind me a little of the atmosphere of Brazil and who I am as a person," said Neymar Jr.

The collection comprises a selection of premium basics, including a Relaxed Tee, Mock Neck Crew, Track Pants, Bomber, and more. A Jacquard Tee and Jacquard Shorts feature a specially designed, tonal pattern that is inspired by vintage football scarves. Touches like detailed embroidery and premium construction act to elevate the capsule even further.

Accessories like a backpack, crossbody bag, and two headwear options are complimented by Neymar Jr.'s very own take on two PUMA footwear icons. The off-pitch PUMA Leadcat slide arrives in two unique versions, in addition to the PUMA Slipstream sneaker, a next-generation silhouette that brings '80s basketball to the modern-day.

PUMA and Neymar Jr. launch their new collection ahead of PUMA “Generation Fearless,” a campaign that centers around the way football transcends generations to positively charge youth culture.

The collection is available starting September 22nd, 2022, from PUMA.com and select retailers.

###

Media Contact:

Alberto Turincio, Global Sporstyle PR – alberto.turincio@puma.com

PUMA

PUMA is one of the world’s leading Sports Brands, designing, developing, selling, and marketing footwear, apparel and accessories. For more than 70 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 more than 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.puma.com/>