

PRESS RELEASE



PALOMO

PUMA AND PALOMO SPAIN PARTNER TO CELEBRATE SELF EXPRESSION AND GENDER FLUIDITY WITH AN EXCLUSIVE COLLABORATION

Herzogenaurach, Germany; September 1st, 2022 – PUMA and Palomo Spain have joined forces to create a collection exploring team sports with a retro edge, while also championing today's bold take on gender fluidity.

The **PUMA x Palomo Spain** collection is inspired by 1970's football stars and their glamorous off-field lives, linking the flamboyant and extravagant approach of that decade's fashion to Palomo's signature couture-infused, romantic, gender-neutral designs. "My goal with this collaboration was to bring our over-the-top vibes over to PUMA, while stepping out of my comfort zone by designing sports clothes. That's what led me to subtly reference Johan Cruyff, the ultimate 70's football icon who is also the perfect embodiment of the Palomo Spain aesthetic in sport", says Alejandro Gómez Palomo, Founder and Creative Director of Palomo Spain. "It was wonderful to partner with a company that has the means and engineering necessary to work on things in a way I can't in my studio and my atelier, as that allowed us to approach the collection in a much more technical way than usual", he adds.

"The crossover between craftsmanship and technology is an interesting one, as it's not obvious at all; yet a highly technical production process was necessary to create the intricate embroideries and detailing that are Palomo's trademark on the PUMA scale. Those delicate graphic elements elevate the collection and bring the right balance to a classic, clean silhouette", says Heiko Desens, Global Creative Director for PUMA.

With precise lines and timeless, comforting colours ranging from beige, white and pale blue to navy blue, burgundy and vivid yellow, the gender neutral collection - which spans 15 styles - is rich in classic team sports references. Highlights include a bell bottom T7 tracksuit in cotton and polyester, complete with piping embroidered with the sinuous PUMA x Palomo Spain logo. A football-inspired half-zipped polo blends embroidery and jacquard, T7 nylon shorts match with classic tees and terry tank tops, and a nylon coat and printed long sleeve jersey top complete the ready-to-wear offering.

Footwear includes the nostalgic Weekend sneaker as well as the Nitefox loafer, featuring a bold, trail-inspired outsole. A laced boot version of Nitefox is also available. Accessories

provide a chic finishing touch with the bicolour Grip bag, the burgundy Crossbody clutch, an embroidered cap and a printed satin scarf, a Palomo Spain collection fixture.

“Palomo Spain’s take on fashion is always warm and welcoming, whether through his choice of colours, materials or references. The brand’s happy ethos immediately spoke to us, and its sense of rebelliousness, defiance of stereotypes and celebration of self expression is also what PUMA stands for”, says Heiko Desens.

The **PUMA x Palomo Spain** collection will be available on PUMA.com, select PUMA Stores, palomospain.com, and selected retailers worldwide with a retail prices ranging from 40 to 450 Euros.

To learn more about the collection, visit - <https://youtu.be/YiORnPUXBJ8>

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PUMA

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