



PRESS RELEASE

PUMA, SCUDERIA FERRARI AND JOSHUA VIDES JOIN FORCES TO LAUNCH EXCLUSIVE COLLECTION AHEAD OF THE LAS VEGAS GP

Herzogenaurach, November 6th, 2023 – Global sport company PUMA together with Scuderia Ferrari and in collaboration with renowned artist and designer Joshua Vides, present an exclusive collection in honor of the highly anticipated return of Formula 1 to Las Vegas. This unique collaboration blends artistry and motorsport heritage, paying homage to the first "golden era" of Formula 1 in America with the iconic colors of the 1970s.

As part of this collaboration, PUMA present Joshua Vides for Scuderia Ferrari: Back to Las Vegas collection, this collection offers a dynamic range of apparel, footwear, and accessories designed for both the racetrack and the streets. The iconic Ferrari red, traditionally accompanied by white accents on the car liveries during the 1970s, is now making a triumphant return for the Las Vegas GP.

Perhaps the most captivating aspect of the Joshua Vides for Scuderia Ferrari collection is the attention to detail. Vides has masterfully created a hand-drawn and hand-painted look and feel throughout the products, bringing a genuine artisan touch to the collection. For instance, the crew sweater showcases a remarkable brushing effect with a round number circle at its center, exuding the impression of being painted by hand. This effect can also be observed in the white brushing detail across the race jacket, hoodie, and pants, further enhancing the overall aesthetic.

Among the collection's distinctive elements, the innovative use of Velcro patches stands out, adorning many of the lifestyle products. These patches not only introduce a distinct flair but also offer opportunities for personalization, allowing each piece to be transformed into a unique and one-of-a-kind item.

Key pieces in the collection include a race jacket and pants, a hoodie, a crew sweater, and Las Vegas-themed tees. Footwear enthusiasts will not be disappointed, with a selection that features the PUMA Suede, TUFF, and RS-X sneakers, each reflecting the high-speed energy and style of Scuderia Ferrari.

As the Las Vegas Grand Prix approaches, this exclusive collection offers fans and fashion aficionados the perfect opportunity to celebrate the exhilarating world of motorsport while embracing a unique blend of art and design.

To secure yours, visit selected PUMA and Ferrari stores, as well as online at puma.com and store.ferrari.com.

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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.