



PRODUCT BRIEF

PUMA and Scuderia Ferrari present a Camouflage inspired Collection

Herzogenaurach, Germany – 4th August 2023 — Global Sports Company PUMA is proud to introduce the Masters of Camouflage Collection, an unique and innovative collaboration between PUMA and Scuderia Ferrari. This collection pays homage to the world of automotive design, drawing inspiration from the intriguing world of car prototypes. With signature black and white camo patterns and exclusive detailing, this collection celebrates the fusion of fashion, technology, and car culture.

This collection stands out through the camouflage-inspired prints: it showcases prototype-inspired camo prints throughout its range of apparel, footwear and accessories. These distinctive patterns emulate the secretive nature of car prototypes and add an element of mystery and intrigue to the collection.

The Masters of Camouflage collection pays a loving tribute to car culture, embracing the spirit of innovation, speed, and cutting-edge design. The collection's details and designs are meticulously crafted to reflect the passion and excitement associated with the automotive world.

With its striking camo patterns, PUMA for Scuderia Ferrari co-branding, and meticulous attention to detail, the Masters of Camouflage collection is the ultimate fusion of fashion and automotive design.

Embrace the spirit of automotive innovation and style with this exclusive collaboration between PUMA and Scuderia Ferrari. Available august 1st only on puma.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. <https://about.puma.com/>