

PRESS RELEASE



AHOY! *SPONGEBOB SQUAREPANTS* AND PUMA ARE BACK FOR A BRAND NEW KIDS' COLLECTION



Herzogenaurach, July 25, 2023 – PUMA and *SpongeBob SquarePants* reunite for another exciting collection, this time serving up a back-to-school capsule collection.

Featuring a range of playful doodle designs, drop two of the collaboration includes both footwear and apparel, mixing bright and playful undersea colors with sketchbook-inspired graphics from the show.

Apparel highlights include the *PUMA x SpongeBob SquarePants* Bomber Jacket and Twill Pants, while cozy essentials are also featured, such as the Graphic Hoodie, as well as a range of graphic T-shirts showing SpongeBob and his nefarious alter-ego DoodleBob.

The collection's matching footwear is centered around the Rider VF Future, the RS-X, and the Slipstream, re-done with a Bikini Bottom-inspired color palette, plus graphic elements evoking SpongeBob's reading glasses appearing on the strap of the RS-X, and also the tongue of the Slipstream.

Created in collaboration with the beloved Nickelodeon series and Paramount Consumer Products, *SpongeBob SquarePants* and PUMA's latest offerings are perfect for any classroom, especially if you're a student of Mrs. Puff.

The latest PUMA x *SpongeBob SquarePants* collection is available now from PUMA.com, PUMA stores, and select accounts worldwide.

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PUMA

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