

PRODUCT BRIEF



PUMA MACHT'S MIT QUALITAT SERVICE LINE REIMAGINES COURT ESSENTIALS

Herzogenaurach, 22 July 2023 – The latest range of the contemporary MMQ collection transforms tennis-core for the streetwear crowd and reimagines court essentials with a clean, crafted aesthetic.

Relaxed, archive-inspired streetwear pieces are transformed with tennis-inspired graphics and crisp striping for an effortless clubhouse style. The new range of wardrobe staples is complemented by courtside kicks like the Clyde, Slipstream, and Prevail.

The MMQ Service Line collection is available from 22 July from PUMA flagship stores, selected retailers and on PUMA.com.

Editors Notes

German for “Made with Quality,” PUMA’s Macht’s Mit Qualitat collection represents the finest in PUMA’s design and materials. The concept channels minimalistic aesthetics, contemporary silhouettes, and sophisticated details into one refined vision of quality. Yet another core tenet for the MMQ collection is timelessness, which is represented through an aesthetic marriage between natural beauty and the wonders of human creation.

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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.