



nanamica

## PRESS RELEASE

# PUMA AND NANAMICA'S NEW COLLABORATION MARKS A NEW HORIZON FOR WORKWEAR



**Herzogenaurach, August 8, 2023** – In 2022, PUMA kicked off a new collaboration with nanamica, elevating the Suede with a technical concept featuring GORE-TEX waterproofing, and wrapping the low-top silhouette with timeless colorways.

Now, PUMA and nanamica reprise their partnership to unveil a new conceptual collection centered around neo-workwear. The capsule reimagines workwear with a clean aesthetic, rooted in functionality and comfort. Injected with subtle military and nautical references, in keeping with the meaning of nanamica which translates to “House of the Seven Seas,” the collection features premium footwear and apparel that is set apart by thoughtful details and smart construction.

The PUMA Clyde is reimaged by nanamica, featuring a shroud design that conceals the eye stays, lending the shoe a functional and clean aesthetic. A staple technology in nanamica's collections, GORE-TEX waterproof membrane is once again used across both colorways, in addition to premium leather on the upper. The PUMA Formstrip is denoted by a stitch-and-turn construction, while a co-branded satin tag is fastened to the tongue.

Steeped in Japanese sensibilities, the accompanying apparel features a Woven Coat, which boasts Cordura fabric, a two-way zipper, an array of utilitarian pockets, and a rubber PUMA x nanamica badge. Two PUMA x nanamica Hoodies are included in the collection as well, fitted with quarter-zip closures and crafted from 450-gram French terry fabric. The capsule is rounded out by cotton twill Pants and essential striped T-shirts.

The latest from PUMA x nanamica will be available starting August 19, 2023, from PUMA.com, PUMA flagship stores, and selected accounts worldwide.

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