

## PRODUCT BRIEF



### TWO NEW PUMA PALERMO COLORWAYS PRESENT A TASTY TWIST ON A CLASSIC



**Herzogenaurach, August 5, 2023** – The Palermo is back in fresh, fruity colors. As a tribute to the shoe's Sicilian namesake, the upcoming August drop includes two colorways, featuring vibrant schemes inspired by Palermo's iconic scenery.

The Palermo was originally part of a special series of sneakers created by PUMA that paid homage to some of Europe's most famous capitals, including London, Oslo, and many more. Part of PUMA's storied history, to this day, the Palermo's unmistakable DNA evokes a deep sense of football nostalgia.

Two new PUMA Palermo colorways will be available starting August 5, from PUMA.com, PUMA flagship stores, and selected PUMA stockists.

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**Media Contact:**

Alberto Turincio, PUMA Global Communication, Sportstyle – [alberto.turincio@puma.com](mailto:alberto.turincio@puma.com)

Sandra Wedel, PUMA Global PR, Sportstyle – [sandra.wedel@puma.com](mailto:sandra.wedel@puma.com)

**PUMA**

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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.