

## PRESS RELEASE



# PALERMO, PALERMO, PALERMO! PUMA TAPS FC PALERMO FOR NEW COLLABORATION



**Herzogenaurach, December 1, 2023** – PUMA continues the ongoing celebration of the classic Palermo sneaker, this time connecting with partners Palermo FC for a special-edition makeup.

For this special colorway, the Palermo sneaker appears in pink and black team colors, elevated with clinical finishing like Italian-flag lace tips and the Rosanero's eagle-shaped club emblem stamped on the heel. Hometown hero and Palermo FC striker Alessandra Impellitteri is the face of the new campaign, captured at the home of Palermo FC, the storied Stadio Renzo Barbera.

The timeless low-top Palermo retains its characteristic tag on the upper and a T-toe construction. Remaining faithful to its original design, the sneaker's pink upper rests on a gum sole.

The new Palermo x Palermo FC collaboration honors the PUMA Palermo's heritage and popularity in the terraces of '80s football culture.

Impellitteri joins the likes of Jack Grealish and Dua Lipa who laced up the PUMA Palermo for part one and part two of the Forever Palermo campaign earlier this year.

The PUMA x Palermo FC Palermo is available starting December 1, 2023, from PUMA.com, PUMA flagship stores, and selected PUMA stockists, while there is much more to come from PUMA and the Palermo in 2024.

**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**

---

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.