



PUMA AND PLEASURES CREATE NEW SPORTSWEAR CODES WITH FIRST-TIME APPAREL COLLECTION



Herzogenaurach, October 10, 2023 – PUMA and PLEASURES link up for a complete collection mixing elements of sportswear, technical apparel, and outerwear, elevated with PLEASURES’ playful irreverence and eye for eclectic references to music, pop culture, and the melting pot of Los Angeles.

The announcement follows up on PUMA and PLEASURES’ DIY-inspired Overdyed Velophasis that was unveiled in mid-2023.

For part two, both brands build on their creative partnership with a capsule that includes original patterns, cut-and-sew items, graphic T-shirts, accessories, and two more versions of the progressive, Y2K-flavored Velophasis. Select items feature overstated

Sportartikelhersteller graphics, which translates to “Sporting goods manufacturer” in German, and nods to PUMA’s heritage as a manufacturer of track spikes and football boots. A playful celebration of both Germany and Los Angeles that mixes references from both disparate locations, the collection also includes a T-shirt with a special *Biergarten* graphic.

The Velophasis is treated to two contrasting color schemes, one that carries over the overdyeing aesthetic with an off-white color scheme and subtle yellowing on the sole, and an accompanying version that mixes bold orange, yellow, and black color blocking.

The collection’s outerwear is highlighted by a patterned Puffer Jacket featuring an all-over geometric pattern, in addition to the Zip-Off Jacket which features zipped raglan sleeves for adjustability. The *Sportartikelhersteller* theme continues throughout the collection’s essential Hoodies and T-shirts. Accessories include the Masked Bucket Hat and the Messenger Bag featuring Cordura ripstop fabric.

To celebrate part two of the collaboration, PUMA and PLEASURES will bring the Velophasis Sound System event to the German capital of Berlin. The special rave will be presented as a modern Oktoberfest carnival, including surprises and exclusive activities.

The latest from PUMA x PLEASURES is available starting October 21, 2023, from PUMA.com, PLEASURES.com, PUMA flagship stores, and selected retailers.

Event Details

Thursday October 19th

NÄPOLEON KOMPLEX, Modersohnstraße 35-45

10245 Berlin

[RSVP](#)

Media Contact:

Alberto Turincio, PUMA Global Communication, Sportstyle – alberto.turincio@puma.com

Sandra Wedel, PUMA Global PR, Sportstyle – 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.