

PRESS RELEASE



PUMA'S SLIPSTREAM BBALL EMBRACES COURTSIDE STYLE



Herzogenaurach, Germany; May 29, 2023 – Made for the court, and proven in the streets, the new Slipstream BBall is an elevated evolution of PUMA's '80s basketball classic.

The low-top silhouette brings the Slipstream legacy into the future, with punctuated lines, modernized details, and updated materials. PUMA's signature Formstrip leaps off the shoe's profile, creating a unique visual effect on the Slipstream's upper. The reworked heel makes the Slipstream a statement shoe from all angles, while added cuts in the shoe's upper reveal underlying color pops, adding another element to the silhouette's modernized look and feel.

Featuring a clean white upper in smooth leather, and hits of green throughout, the new Slipstream BBall is finished with a special badge on the tongue, commemorating over 30 years of basketball DNA.

PUMA celebrates the arrival of the Slipstream BBall with a sun-soaked editorial lensed by photographer Quentin De Briey, backdropped by quintessential West Coast street courts.

The PUMA Slipstream BBall is available starting June 1, 2023 from PUMA flagship stores, PUMA.com, and selected retailers.

Notes to Editors

The original PUMA Slipstream was a high-top basketball shoe born in 1987 as a successor to the SKY LX. Presented as a performance model that was “engineered for the serious player,” the Slipstream was a pioneer for its innovative material makeups, which featured embellishments like faux snakeskin, leather, and faux fur.

A retro program in 2002 reintroduced Slipstream models like the Slipstream Snake and Slipstream Beast into the Japanese market, to appease an appetite for eye-catching designs that were popular at the time. Subsequently, the Slipstream was created in special made-in-Japan versions and other collectible editions. In 2022, PUMA brought back to Slipstream to celebrate the silhouette’s 35th anniversary.

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PUMA

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