

PRESS RELEASE



THE
SMURFS

PUMA'S NEW COLLABORATION WITH THE SMURFS IS SIMPLY... SMURFTASTIC



Herzogenaurach, August 15, 2023 – Oh. My. Smurf. PUMA's new collaboration with The Smurfs proves feeling blue can be a good thing.

Created in collaboration with everyone's favorite little blue creatures, PUMA x The Smurfs is a fun expression of The Smurf's adventurous spirit with PUMA's essential streetwear silhouettes.

Recycled materials are incorporated throughout, alongside bold graphics and fun all-over prints.

Including both apparel and footwear in kids' and adults' sizes, the collection features a range of sneakers, each inspired by a different Smurf character.

The core of the collection is a range of specially created graphics featuring The Smurfs frolicking and playing around the PUMA wordmark. In addition to a series of graphic T-shirts, PUMA's collaboration with

The Smurfs comprises sets of matching essentials including Hoodies and Sweatpants, plus accessories like a Beanie and special Backpack, all sprinkled with a bit of Smurf magic.

Footwear highlights include the PUMA Slipstream which evokes the malevolent Purple Smurf, featuring details like debossing on the toe and a special fabric tag with the familiar exclamation “Gnap!” The Mayze commemorates the loveable Smurfette by way of a yellow and blue colorway, with floral graphics on the upper and a special Smurfette badge on the tongue. New and limited-edition versions of the Suede and RS-X are also included in the collection.

PUMA x The Smurfs is smurfing soon, starting August 17, 2023, from PUMA.com, PUMA flagship stores, and selected accounts worldwide.

THE SMURFS™

Blue and cute, standing only three apples high, the Smurfs value team spirit, loyalty, optimism, fun and respect for nature. They might be hard to tell apart at first, however, each Smurf has his or her own particularity. They live in a village full of mushroom-shaped houses, hidden in the heart of a magic forest where few people venture to go. Born in a comic book in 1958, Peyo’s little blue characters have been spreading happiness and entertaining kids and families for generations. The Smurfs animated series (2021) is airing worldwide on Nickelodeon and is available on Netflix. A new Smurfs movie in partnership with Paramount Pictures/Nickelodeon Animation and starring Rihanna as Smurfette has been announced with a February 2025 theatrical release.