



PRESS RELEASE

PUMA'S LATEST SUEDES ARE NEW CLASSICS FOR HIP-HOP'S 50TH ANNIVERSARY



Herzogenaurach, August 3, 2023 – PUMA celebrates the iconic Suede and its shared history with hip-hop, as the genre celebrates its 50th anniversary.

To commemorate the occasion, PUMA is taking a journey through time to celebrate the Suede with a string of drops that explores how hip-hop has evolved over five decades, and in doing so left its unmistakable impact on many different subcultures.

First up, PUMA's special Collector's Edition Suede derives from classic varsity jackets favored by '70s hip-hop-heads. Inspired by the OGs, the Collector's Edition Suede is made for the past, present, and future of hip-hop.

This edition of the PUMA Suede boasts a high-quality suede upper, punctuated by crisp colors and contrast blocking. White piping outlines PUMA's iconic Formstrip, which features tear-away black material,

revealing white underneath. Subtle silver studs appear on the shoe's upper and heel, while special touches appear in the form of waxed laces and a "48" stamp, signifying the year of PUMA's founding in 1948.

The accompanying Suede Fat Lace is a purist expression of the silhouette's history, recalling the impression that the Suede left on hip-hop style in the 1980s. This new iteration comes with fat laces and gold-colored lace charms, designed to be worn by hip-hop royalty.

Informed by hip-hop history, the PUMA Suede Collector's Edition and Suede Fat Lace are accompanied by a capsule of apparel, including a matching tracksuit, jerseys, and varsity jacket, also bearing PUMA's "48" insignia.

The latest PUMA Suedes are available starting August 3, 2023, from PUMA.com, PUMA flagship stores, and selected PUMA stockists.

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PUMA

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