

PRESS RELEASE



PUMA'S SUPER PUMA MASCOT IS THE HERO OF A PLAYFUL NEW STREETWEAR CAPSULE



Herzogenaurach, Germany; May 3, 2023 – Coinciding with the brand's 75th anniversary this year, PUMA celebrates its beloved mascot, Super PUMA, with a new curated capsule.

Super PUMA is the hero of a limited comic book series created by PUMA in the 1970s, that chronicled the adventures of a fearless green cat. Now, the feline protagonist is the inspiration behind the capsule, which includes a plush toy created in collaboration with German toy company Steiff.

Taking inspirational cues from Super PUMA's signature green coat, the new 2023 Super PUMA collection includes three collectible pieces with special packaging and accents that show utmost attention to detail.

The Super R698 sneaker is decked out in a textural, fuzzy suede from heel to toe, with mixed Evergreen and Sun Ray Yellow hits on the upper, and a cushioned Trinomic sole unit underneath. Detachable Super PUMA hangtags, special laces, and custom insoles elevate this fun yet ferocious take on the R698 even further.

Reinterpreting lines from the PUMA T7 tracksuit, the accompanying Super Jacket features a retro-collegiate aesthetic, covered in special patches on the arm, chest, and back, showing the Super PUMA mascot, who also appears on a pattern in the jacket's inner lining. Lastly, the collection's plush toy in collaboration with Steiff brings the Super PUMA to life like never before.

The 2023 Super PUMA collection is available starting May 6, 2023 at select retailers.

Notes to Editors

In February 2023, Super PUMA was given a digital makeover for a collection of PFP NFTs, featuring 10,000 individual tokens that referenced some of PUMA's most recognizable apparel and footwear designs.

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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.