

## PRESS RELEASE



### **“STRAWBERRIES AND CREAM” COLORWAY ADORNS THE COURT-INSPIRED PUMA STAR SNEAKER**



**Herzogenaurach, July 28, 2023** – PUMA’s tournament-inspired Star silhouette makes another appearance in a new “Strawberries and Cream” color scheme, in reference to the desert snack served in England since the very first tennis tournaments in 1877.

The Star was initially re-introduced by PUMA in a blue edition as the centerpiece of the PUMA x Noah collection, which followed the friends-and-family exclusive green edition. Now, the timeless sneaker lands in a third, classic colorway.

The Star is a re-issue of the 1970 PUMA Wimbledon, a classic court style that evokes PUMA’s influence and credibility in the world of tennis. This particular edition of the Star sees its first-ever re-issue, as the silhouette has been treated to a trio of clean, heritage colorways. The low-top sneaker features PUMA Star branding on the upper and midsole, plus contrasting red hits on the outsole, while perforations on the upper create PUMA’s signature Formstrip.

The PUMA Star “Strawberries and Cream” is available starting July 28, 2023, from PUMA.com, PUMA flagship stores, and selected accounts worldwide.

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