



PRODUCT BRIEF

PUMA LAUNCHES STEWIE 2 EARTH



Somerville, Massachusetts – June 12, 2023 – Today the global sports brand PUMA announced the launch of the Stewie 2 Earth, the latest basketball shoe that brings the cutting-edge sneaker brand innovations to the court in partnership with Stewie, Breanna Stewart.

PUMA and Breanna Stewart are partnering to drop her second signature PUMA Hoops shoe within the Stewie 2 collection – Earth. The Stewie 2 Earth design is inspired by the elements of nature, featuring an outsole that embodies fire, wind, and water. Through the collaboration between PUMA Hoops and Breanna Stewart, the Stewie 2 Earth is built to enhance performance. It features zoned monomesh layers for targeted support, PWR TAPE support structures for stability, a TPU caged formstrip for added durability, and a nitro-infused midsole for superior cushioning and responsiveness. Designed to be more sustainable, the Stewie 2 Earth is created with at least 20% recycled materials at the upper. The shoe collection incorporates the iconic branding of Breanna Stewart, further enhancing its uniqueness and connection to the renowned basketball player.

PUMA Hoops and Breanna Stewart collaborated to build the Stewie 2 for both women and men to elevate their game. Through the “Force of Nature” story, the Stewie 2 is meant to inspire the next generation of basketball players to find the fire within themselves.

The Stewie 2 Earth will be available in the silver, taupe and teal blue colorway. A variety of signature colorways, from Stewie's collection to come later this Fall, along with an apparel collection accompanying the shoe release. This shoe will be available for purchase on June 13th in North America, and available globally on June 23rd at PUMA.com and the PUMA App. For more information, please visit PUMA.com.

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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.