

PRESS RELEASE



PUMA HOOPS AND BREANNA STEWART LAUNCH THE STEWIE 2 RUBY

Somerville, Massachusetts, (May 8, 2023) – Global sports brand PUMA and WNBA MVP and Champion Breanna Stewart are launching the Stewie 2 ahead of 2023 season. Inspired by the elements of nature, the Stewie 2 outsole embodies fire, wind, and water to represent Stewie’s ability to be a force of nature both on and off the court.

In creating her second signature shoe with PUMA, Stewie celebrates the different areas of her life that drive her to be a force of nature. The debut colorway, Stewie 2 Ruby is named after Stewart’s daughter and is inspired by the grounding strength of motherhood.

“As I began creating my second signature shoe with PUMA, I knew I wanted to name it after my daughter, Ruby. Not only to symbolize the incredible bond I share with my daughter, but also to pay homage to the unwavering strength and resilience of mothers everywhere,” said Stewart. “Being a mother inspires me to be the best version of myself everyday, and I hope wearing the Ruby colorway empowers others to recognize the limitless abilities and spirit within themselves.”

Following the momentum of Stewie’s debut signature shoe in 2022, the Stewie 2 provides the latest PUMA technology for all athletes to perform at the highest level. The performance hoops shoe features a PWRTAPE supported upper for durability and support when cutting and jumping, the midsole consists of a NITRO™-infused foam for superior responsiveness and comfort while remaining lightweight, and a high-abrasion outsole tread pattern for traction, ideal for quick cuts and spot up jumpers. A sculptural wraparound heel with flame detailing and Ruby’s birthday at the side complete this powerful silhouette for the hardwood and beyond.

A complementing apparel pack consisting of vibrant ruby red hoodies, tees, tights and shorts with allover flame graphics and Breanna Stewart and PUMA branding will launch alongside the Stewie 2 Ruby.

Find the fire within yourself in the new Stewie 2 Ruby and accompanying apparel available May 19 in North America on PUMA.com, the PUMA mobile app, at the PUMA NYC Flagship store and select retailers worldwide.

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Media Contact

Elaina Cipriano, PUMA PR – elaina.cipriano@puma.com

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.