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CELEBRATE BOLD AND FEMALE EMPOWERING DESIGN WITH THE PUMA FOR SCUDERIA FERRARI – JUNE AMBROSE COLLECTION

Herzogenaurach, Germany, May 03, 2023 — Global sports company PUMA together with Scuderia Ferrari have joined forces with the world-renowned creative director and designer, June Ambrose to create a bold and empowering new female clothing collection entitled "PUMA for Scuderia Ferrari – June Ambrose Collection".

The retro racing design-inspired collection features classic Motorsport DNA, with Ferrari wording, block colors and fresh graphic details throughout. Celebrating female empowerment in lifestyle and motorsport; This collection created by June Ambrose, reworks classic Scuderia Ferrari team identity into street-ready apparel, which is made to move – and made for her.

The collection features iconic and bold graphics, with modern and sustainable fabric mixes to showcase performance clothing that is both stylish and functional.

June Ambrose is a creative director and costume designer. She first rose to prominence in the 1990s working with artists like Missy Elliott, Busta Rhymes, and Sean Combs to define their image and the visual narratives of their music videos and more.

June started working with PUMA in 2020 to launch the category of Women's Hoops, harnessing her passion to celebrate bold, fearless women everywhere. "My mantra is: Life is a sport, We play to win. I wanted us to make a bold statement, catering to an audience who want to embody the energy of F1 and pay homage to the legacy of Ferrari in a style forward way."

The PUMA for Scuderia Ferrari – June Ambrose Collection is the perfect blend of fashion and function, showcasing June's unique style and Scuderia Ferrari's Motorsport heritage. It is a direct link to Formula 1, and the collection is designed to empower women both on and off the racetrack.

The collection features a range of streetwear-inspired pieces, including sweatshirts, hoodies, T-shirts, and jackets. The highlights of the PUMA for Scuderia Ferrari – June Ambrose Collection include an eye-catching red and black jacket, with colored pop-filled piping, high neck collar, and race suit inspired epaulets. The "Scuderia Ferrari" wordmark features prominently on the back of the jacket with a bold five-star design logo.

Taking things to the next level, is the Race Suit item; which features yellow and black detailing, along with the retro inspired "Scuderia Ferrari" wordmark and five star design across the



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shoulders - consistent with the t-shirt, jacket and hoodie in the collection.

Footwear choices are headlined by the Ferrari Speedcat Pro June Ambrose - proudly displaying the Scuderia Ferrari Racing Shield as well as the collection's emblematic retro inspired "Scuderia Ferrari" word mark and five star design.

The PUMA for Scuderia Ferrari – June Ambrose Collection is available now in selected PUMA and Ferrari stores, as well as online at puma.com and store.ferrari.com.

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PUMA

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