

## PRESS RELEASE



### **PUMA LAUNCHES FOREVER. CLASSIC. CAMPAIGN IN NORTH AMERICA STARRING ANGUS CLOUD, CALEB MCLAUGHLIN, IRIS APATOW AND ZAYA WADE**

(Somerville, MA) February 21, 2023 - Global sports company, **PUMA**, has unveiled the FOREVER. CLASSIC. campaign featuring **Angus Cloud, Caleb McLaughlin, Iris Apatow, and Zaya Wade**. The FOREVER. CLASSIC. campaign celebrates and unites PUMA's most iconic and legendary products including the PUMA Suede, Clyde, Cali, Mayze and more.

The FOREVER. CLASSIC. platform brings together those who are pushing culture forward by engaging creatives from different walks of life - from actors to content creators, to athletes and musicians, to tell their stories of how they found "their way." The debut campaign shot by Kendall Bessent, Atlanta-born photographer and 2022 Forbes 30 under 30 Art & Style select, brings PUMA's iconic classics to the next generation.

***"To be a part of the FOREVER. CLASSIC. campaign highlighting PUMA's most iconic and legendary products is surreal, you feel me? It's so dope to be part of this next generation honoring the classics I remember from when I was growing up in Oakland." - Angus Cloud***

***"The PUMA FOREVER. CLASSIC. campaign celebrates creatives pushing fashion and culture forward, which is why I'm grateful to be a part of such an inspiring group of people." - Caleb McLaughlin***

***"PUMA is an iconic brand with 75 years of impactful moments and relationships in fashion, sports, and music history. To be a part of a campaign highlighting the next generation of history makers is inspiring and so special to me." - Iris Apatow***

***"I love PUMA's celebration of brave, confident, and determined individuals. Together we all strive to be better versions of ourselves and this campaign is the perfect meeting of classic and individual style." - Zaya Wade***

PUMA has 75 years of rich heritage, legacy, and authenticity, and the FOREVER. CLASSIC campaign embodies the products and stories that have paved that – the PUMA classics. PUMA's classics have always been at the forefront of culture – iconic products like the PUMA Suede to the T-7 tracksuit have been worn by icons of every generation and have stayed classic as ever.

PUMA's FOREVER. CLASSIC. products are designed to be timeless, and they're ready to become the icons of tomorrow. To shop the latest PUMA classic styles please visit <https://us.puma.com/us/en/forever-classic>.

#FOREVERFASTER

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**PUMA**

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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 18,300 people worldwide, and is headquartered in Herzogenaurach/Germany.