

PRESS RELEASE



KOCHÉ

PUMA AND KOCHÉ REVEAL A NATURE-INSPIRED COLLECTION INCITING AN ESCAPE FROM THE ORDINARY



Herzogenaurach, Germany; June 7, 2023 - In the second drop of their collaboration, PUMA and KOCHÉ play with themes of exploration in a gender-neutral collection that strikes a fine balance between functionality and flair.

This season, PUMA x KOCHÉ draws inspiration from the power of nature – and gemstones in particular – to instill positivity, strength, and peace. The new collection blends function and versatility while showcasing select jewel tones, bright graphics, and crystal inspired prints to activate a shift away from the status quo.

Fresh, playful pieces range from jewel-toned windbreakers, pants, and shorts to sweatshirts and tees featuring an energetic geode graphic. Reversible styles, two-way zippers, and multiple pockets live in

symbiosis with more delicate details, from elevated trims to subtle textures. Footwear consists of two complementary PUMA PLEXUS designs: a sleek, mid-cut sneaker with zip closure and a progressive, hiking-inspired shoe with distinctive lace detailing. Accessories include whimsical reversible bucket hats and a convertible waistbag that captures the collection's spirit of versatility. The palette, made up of shades found in actual crystals, evokes the very natural world that beckons to be explored.

This installment of the PUMA x KOCHÉ campaign relies on the aesthetic power of colors, tones, and textures to communicate its message, emphasizing a direct connection with nature.

The second PUMA x KOCHÉ collection will be available as of June 10, 2023 at PUMA.com, KOCHÉ.com, PUMA stores and selected retailers worldwide.

Notes to editors

The Paris-based KOCHÉ, founded by Christelle Kocher, has become a mainstay in the fashion world, known for a commitment to craftsmanship and a unique take on contemporary couture. Behind the designs, KOCHÉ stands for empowerment, diversity, and inclusivity.

#PUMAxKOCHE

Media Contact:

Alberto Turincio, Global Sportstyle PR, PUMA – alberto.turincio@puma.com

Sandra Wedel, PUMA Global PR, Sportstyle – sandra.wedel@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.