

PRODUCT BRIEF



PUMA MACHT'S MIT QUALITAT SS23 ELEVATES THE AESTHETICS OF CLUB SPORTS



Herzogenaurach, Germany; April 1st, 2023 – A refreshed and elevated take on classic sportswear, the contemporary MMQ collection serves up a new range of wardrobe staples. Focused on off-the-pitch styles, the latest MMQ capsule takes its creative inspiration from club sports. Timeless sportswear silhouettes are transformed with minimalistic aesthetics and thoughtful accents. Premium fabrics and construction are featured throughout, alongside details like voluminous pockets and woven MMQ labels.

Additionally, selected pieces from MMQ SS23 are crafted with highly rugged and tough Cordura fabric, including the Lightweight Utility Shorts and Lightweight Rain Jacket. Premium cotton is also utilized for highly wearable essentials like the collection's Pocket Tee, Crew, and Pants. Rendered in key tones like "Mustard Seed" and "Dusty Tan", each piece in the MMQ SS23 collection is rounded off with subtle detailing, resulting in a collection that is built for the modern day.

PUMA MMQ SS23 is available starting April 1, 2023 from PUMA flagship stores, PUMA.com, and selected retailers.

Editors Notes

German for “Made with Quality,” PUMA’s Macht’s Mit Qualitat collection represents the finest in PUMA’s design and materials. The concept channels minimalistic aesthetics, contemporary silhouettes, and sophisticated details into one refined vision of quality. Yet another core tenet for the MMQ collection is timelessness, which is represented through an aesthetic marriage between natural beauty and the wonders of human creation.

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