

PRESS RELEASE



PUMA AND NOAH DARE TO UNBARE WITH OFFICIAL ANNOUNCEMENT OF NEW COLLABORATION



Herzogenaurach, Germany; June 26, 2023 - Unclothed is the new status quo, as PUMA and Noah unveil the first part of their multi-seasonal collaboration. Inspired by the earliest intersections of sport and style in the 1970s, this first drop is built around the PUMA Star, a silhouette that Noah is proud to bring back for the first time.

The focus of the collection is Noah's premium leather take on the PUMA Star, which will be available for the first time in a limited release. The Star is a re-issue of the 1970 PUMA Wimbledon, a classic court style that evokes PUMA's influence and credibility in the world of tennis.

A departure from the ultra-technical clothing of today, the accompanying apparel leans heavily toward Noah's signature East Coast sports-prep aesthetic, which is best represented through items like the cotton twill painter cap and velour vest. Two crew sweaters are made from recycled French Terry, featuring a rugby-style collar with an adjustable drawstring waist. Featured throughout the collection, but best seen

on the chest on the Raglan Longsleeve, Super PUMA graphics bring a sense of nostalgic fun to the partnership.

“Noah are true masters of the craft when it comes to reinterpreting classics. Working with the team to reimagine pieces from PUMA’s sporting archive has been a rare opportunity to create something fresh, a real creative synergy between the two brands – the same can be said for the campaign”, said Alexandra Weiland, Senior Head of Marketing, PUMA Sportstyle.

Directed by Brian Billow and photographed by Francesco Nazardo, the playful and irreverent visuals follow a would-be stalker who finds himself clothed in front of a nude audience, as he interrupts a crucial moment in the comeback of a tennis superstar, causing a full-on tennis tantrum.

“We would like people to smile and remember that clothing and footwear choices should be fun”, said Noah co-founder, Brendon Babenzien.

Elevating style to an art form, PUMA x Noah season one collection is available starting July 1, 2023, from noahny.com, and selected retailers.

To commemorate the launch of the collaboration, Noah will host a special event at the brand’s SoHo flagship. Visitors will have the opportunity to face off against professional ping pong player Wally Green, who will be playing with the PUMA x Noah Star sneaker as his paddle, for a chance to win a limited edition, friends-and-family pair of the PUMA x Noah Star.

The PUMA x Noah “Beat the Star” in-store event takes place on June 29, 2023, at 195 Mulberry St, New York.

‘PUMA x Noah: Winning Streak’ campaign video: <https://vimeo.com/834739749>

Notes to Editors

In March 2023, PUMA and Noah quietly released three made-in-Japan PUMA Clydes, crafted in partnership with a Japanese tannery renowned for its expertise in suede leather.

Building on that first release, PUMA and Noah also gifted friends and family with a limited run of 200 PUMA Star pairs in the special green and white colourway, marking the first time that the archival style has been brought back as a retro release.

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PUMA

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