

PRESS RELEASE



PUMA AND PLEASURES OFFICIALLY ANNOUNCE THEIR PARTNERSHIP WITH THE OVERDYED VELOPHASIS

Herzogenaurach, Germany; June 6, 2023 – PUMA’s new partnership with PLEASURES is set in motion with a silhouette that channels the visual codes of Y2K culture, the Velophasis. The collaboration endeavors to blend PLEASURES’ understanding of music subcultural codes with the very latest from PUMA’s retrofuturistic footwear offerings.

The Velophasis first arrived in January featuring an overstated shape that is wrapped with a mixture of technical and performance materials. Now the sneaker is redone with a characteristic customized feel, in the way of a full purple over dyeing process applied by PLEASURES. The color treatment fastens to the shoe’s sole in a unique way, giving the shoe a pre-worn look.

“We are excited to work with PLEASURES, and to share and mix each of our perspectives and points of view. We love PLEASURES’ ability to bring in varied references and touchpoints. With this new collaboration, the Velophasis gets a completely fresh look and feel with this DIY-inspired over dyeing effect,” said Sarah Mayer, Head of Product Line Management, PUMA Sportstyle.

The over dyeing envelops the shoe, from the laces to the sole, giving the collaboration a DIY feel. This new take on the Velophasis also features a translucent cage tinted in purple, which is stamped with the PLEASURES logo in black.

“This is the start of a beautiful relationship. PUMA has such cool history, we can't wait to bring the PLEASURES aesthetic into a new world,” said Alex James, Co-Founder and Director of PLEASURES.

The PUMA x PLEASURES Overdyed Velophasis is available starting June 24, 2023, from PUMA.com, PLEASURES.com, PUMA flagship stores, and selected retailers. Some days earlier, on June 21st, a pre-sale of the sneakers will happen at the PLEASURES showroom during Paris Fashion Week, more information to be confirmed in the upcoming days via [@pumasportstyle](https://www.instagram.com/pumasportstyle) and [@pleasures](https://www.instagram.com/pleasures).

This is just the beginning for PUMA x PLEASURES, more to come in 2023.

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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.

PLEASURES

Hailing from California, PLEASURES pulls from a wide variety of inspirational sources, including grunge, metal, and punk rock. The brand is known for its clever use of musical references, which nod to some of the personal tastes of the brand's founder Alex James. Originally launched at a pop-up gallery in Los Angeles in 2015, the brand's hoodies and T-shirts are known for bright, bold, and brash graphics.