

PRESS RELEASE



## PUMA SETS THE PACE WITH ALL-NEW TRACK MEET COLLECTION



**Herzogenaurach, Germany; April 8<sup>th</sup>, 2023** – Fresh off the starting line for 2023, the new Track Meet collection showcases PUMA’s sports heritage, reinterpreted through a lifestyle lens.

PUMA recalls its performance roots to inform a collection of footwear and apparel that embodies retro track-and-field aesthetics. This new expression of sports style from the brand’s long history is brought to life to commemorate PUMA’s 75th anniversary.

The Track Meet range features archive-inspired apparel and graphics, elevated details, and retro branding – all conveyed through contemporary shapes, silhouettes, and quality.

At the core of the collection is a dream team of footwear silhouettes, including the RX 737, RS-X EFEKT, Clyde, and Prevail. Each locked with a cream-colored base, the four styles are punctuated with colorful hits in blue, red, and yellow, with rich accents throughout. These four styles are lofted up with details like

terry towel linings, aged suede, metal eyelets to evoke vintage track spikes, and a race-bib number emblazoned on the tongue that acknowledges the year of PUMA's founding, 1948.

Throwback patterns and color palettes define the relay-ready apparel, which consists of matching sets like tracksuits and athletic essentials. Special PUMA Track Club graphics are utilized on selected pieces throughout, including T-shirts and hoodies.

The PUMA Track Meet collection is available starting April 8, 2023 from PUMA flagship stores, PUMA.com, and selected retailers.

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PUMA is one of the world's leading Sports Brands, designing, developing, selling, and marketing footwear, apparel and accessories. For more than 70 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 more than 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.puma.com>