

## PRODUCT BRIEF



### The New PUMA Slipstream New Lux Embodies Clean Design



PUMA's next-generation Slipstream sneaker brings '80s basketball to the modern day. Honoring its performance legacy, the 2023 Slipstream is a court classic reinvented.

The new Slipstream New Lux retains the court DNA of its predecessor. This fresh and refined evolution of the Slipstream embodies clean design, with a two-tone colorway that allows materials, shapes, and accents to come to the forefront. The newly reimagined upper is swept with a tonal color scheme that is expressed through a smooth leather upper, overlaid with panels in a complementary sand hue. Creating a hand-finished feel, subtle tacked stitching appears on the upper, as well as the leather tongue badge.

The PUMA Slipstream New Lux is available starting March 23, 2023 from PUMA flagship stores, PUMA.com, and selected retailers.

Notes to Editors

The original PUMA Slipstream was a high-top basketball shoe born in 1987 as a successor to the SKY LX. Presented as a performance model that was “engineered for the serious player,” the Slipstream was a pioneer for its innovative material makeups, which featured embellishments like faux snakeskin, leather, and faux fur.

A retro program in 2002 reintroduced Slipstream models like the Slipstream Snake and Slipstream Beast into the Japanese market, to appease an appetite for eye-catching designs that were popular at the time. Subsequently, the Slipstream was created in special made-in-Japan versions and other collectible editions. In 2022, PUMA brought back to Slipstream to celebrate the silhouette’s 35th anniversary.

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