



PRESS RELEASE

CLEAN, COURT STYLE: THE PUMA GV SPECIAL IS BACK



Herzogenaurach, March 28, 2024 – PUMA's GV Special returns in new colorways and with maximum comfort for 2024.

Once a dominating force on the court, now the legacy of tennis and fashion icon Guillermo Vilas lives on. Reissued from PUMA's storied archive, the GV Special has been elevated with fresh colorways and enhanced comfort, featuring a tumbled leather construction, a perforated toebox for breathability, and gold lettering on the upper. The heritage low-top GV Special is also known for its ultra-thick sole unit, which adds extra cushioning and is one of the shoe's design hallmarks.

Originally brought to life in the '80s under the title of PUMA California, the training silhouette was described as "universal" by PUMA catalogs, defined by its indoor and

outdoor adaptability and unmistakable inset midsole. The shoe's name came from the California construction technique that fastens the upper to the sole.

The California was later renamed the GV Special in honor of Argentinian Grand Slam winner Guillermo Vilas. Although they weren't footballers, tennis champions like Vilas became intertwined with football casuals and terrace subculture, who eyed premium performance models like the GV Special, pairing them with dark, straight-legged jeans.

The PUMA GV Special is available in a "White" colorway starting April 6, 2024, with a "White/Navy" version following in May, at selected retailers worldwide including Kith, Bodega, Slam Jam, END. Clothing, Sneakersnstuff, WORKSOUT.

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PUMA

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