

PRESS RELEASE



## PUMA x MCM DROP 2 “SHOW UP” IS COMING



**Germany, September 30<sup>th</sup>, 2022** – Luxury fashion house MCM and sports brand PUMA confirm the arrival of their second drop, featuring all-new footwear in the form of the **PUMA Slipstream Lo**.

This means **PUMA and MCM** will be bringing the ball both on and off the court – with a release in three dramatic drops. The first, released September 8, was Show Love, featuring a one-of-a-kind MCM edition of the PUMA Slipstream Lo. October 6 sees the second drop, Show Up, with its own version of the renowned PUMA basketball shoe: the Slipstream Lo Retro sneakers come emblazoned with black and white details and are embellished with MCM’s striking Cubic Monogram print for a full visual box out. First released in 1987, the Slipstream series has made its way through crucial moments of sneaker history, with this most recent incarnation being showcased by Mikey Williams, a strong and compact guard and offensive-minded player who knows a thing or two about basketball.

The second drop of the PUMA x MCM Slipstream Lo will be available globally from **October 6** at MCM Worldwide in-store and online and from **October 8** globally in selected PUMA Stores and its luxury distribution partners with a retail price of XXX Euros.



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**PUMA**

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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>

**MCM (MODERN CREATION MÜNCHEN)**

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MCM is a luxury lifestyle goods and fashion house founded in 1976 with an attitude defined by the cultural Zeitgeist and its German heritage with a focus on functional innovation, including the use of cutting-edge techniques. Today, through its association with music, art, travel, and technology, MCM embodies the bold, rebellious, and aspirational. Always with an eye on the disruptive, the driving force behind MCM centers on revolutionizing classic design with futuristic materials. Appealing to the 21st Century Global Nomad generation - dreamers, creatives, and digital natives - MCM's millennial and Gen Z audience is genderless, ageless, empowered, and unconstrained by rules and boundaries. MCM is currently distributed online and in 650 stores worldwide including Munich, Berlin, Zurich, London, Paris, New York, Hong Kong, Shanghai, Beijing, Seoul, Tokyo, Middle East and more. For further information about MCM: [www.mcmworldwide.com](http://www.mcmworldwide.com).