

PRESS RELEASE



PARIS NIGHTS AND NEON LIGHTS: HERE IS PUMA'S SECOND COLLABORATION WITH ZAG HEROEZ *MIRACULOUS*TM - TALES OF LADYBUG AND CAT NOIR



Herzogenaurach, October 2, 2023 – PUMA heads to the City of Lights for a second team-up with ZAG HEROEZ global TV sensation, *Miraculous*TM - Tales of Ladybug & Cat Noir.

Including apparel, footwear, and accessories, the new collection for tweens is inspired by the unmistakable late-night glow of Paris, featuring high-energy manga graphics across a range of streetwear silhouettes.

This season's all-new looks are highlighted by new looks like the Logo Tee and Hoodie, which depict the show's two protagonists Ladybug and Cat Noir as manga superheroes.

The accompanying Sweatpants and Leggings feature stylized kanji lettering, while the accessory offerings comprise a Backpack and Beanie.

For footwear, PUMA x Miraculous™ part two offers up the Mayze Stack, RS-X Efekt, and Slipstream styles. The Slipstream and RS-X Efekt each feature a unique comic strip-style graphic on the tongue, once again showing the dynamic duo of Ladybug and Cat Noir, while the Mayze Stack is painted with a polka dot motif across the PUMA Formstrip.

The PUMA x Miraculous™ Collection is available starting October 5, 2023, from PUMA flagship stores, PUMA.com, and selected retailers.

Notes to Editors:

Miraculous™ – Tales of Ladybug and Cat Noir is now in its fifth season, scoring top ratings in more than 120 countries around the globe across multiple traditional media outlets and streaming platforms; and *Miraculous: Ladybug and Cat Noir, The Movie*, launched theatrically in Europe this summer topping the box office in France and Germany; and launched on Netflix on July 28. With broad appeal across age demographics, *Miraculous™* has become a digital planetary craze with over 37 billion views on YouTube (authorized and user-generated content).

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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.