

PRESS RELEASE



PUMA AND PERKS AND MINI PASS THE BALL BETWEEN WORLDS FOR PAM/PUMA BIO/VERSE AW23



Herzogenaurach, October 4, 2023 – PUMA and Australian cult label Perks and Mini (P.A.M.) play on the interdimensional pitch for the third installment of the PAM/PUMA BIO/VERSE project.

The collection of upleveled goods looks to football for inspiration, mixing PUMA's technical sportswear with a dose of Perks and Mini majik. Together, PUMA and P.A.M. have created a set of gamified graphics and left field insignias, which are used across reinterpreted sports uniforms, plus accessories and footwear. The latest collection was also created with a minimum of 20% recycled materials.

The apparel is highlighted by cut-and-sew warmup gear like the Stadium Jacket and Velour set, which are adorned with “Psy-activ” club-inspired badges and motifs, as well as a hallucinatory floral-inspired pattern. For the PUMA x P.A.M. starting XI, a special long-sleeved Jersey features an archival-inspired collar with a new collaborative wordmark on the chest. The accompanying Flight Pants arrive in two colorways, complete with cargo pockets and adjustable cuffs. Other items include the pregame Stadium Jacket, and warm-down Velour Top and Pant set. A handful of wardrobe essentials complete the collection, in the form of Graphic Hoodies and Graphic T-shirts.

The footwear for PAM/PUMA BIO/VERSE AW23 naturally includes the Cell Dome King, as well as the modern Plexus and the iconic Suede. Locked down by stadium DNA, the Cell Dome King features PUMA x P.A.M. insignias on the lace cover and heel, while the matching Suede is also adorned with team colors and collaborative logos throughout. The blacked-out Plexus brings the special floral-inspired pattern to life, with 3D flower petals on the upper. Lastly, a Duffle Bag and Cap round out the collection’s accessory offerings.

The campaign connects and confuses real-life and the studio, while renderings of psychic mutation bridge one word and another.

PAM/PUMA BIO/VERSE AW23 is available starting October 7, 2023 from PUMA flagship stores, PUMA.com, P.A.M. Stores, PERKSANDMINI.com, and selected stockists.

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PUMA

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