

PRESS RELEASE



PUMA'S SLIPSTREAM BBALL ARRIVES IN PARIS ALONGSIDE LAMELO BALL

Herzogenaurach, Germany; June 9th, 2023 – Last night PUMA and Lamelo Ball hosted an exclusive bash to welcome the Slipstream BBall.

The experiential fête brought over 400 attendees to a curated space inspired by the hardwood, and a celebration of the crossroads between sports and culture. Here's a look into our special FOREVER. SLIPSTREAM. event.

Upon arrival, guests had the opportunity to walk in the shoes of a basketball star, with a tunnel entrance into the event's main space, complete with the flashing lights of paparazzi. As they styled and rocked the Slipstream BBall in their own way, guests also received their own tunnel walk photos captured by Jérémie Masuka, a photographer who has used his lens to capture the intersection of sport and fashion.

Flipping the world of basketball upside down, literally, the immersive interior featured court-inspired details from floor to ceiling, all created by renowned French firm Trajectoire Studio.

Between beverages and hors d'oeuvres, sneakerheads had the opportunity to feast their eyes on a museum of Slipstream history, featuring rare and vintage pairs borrowed from the PUMA Archive in Herzogenaurach.

To cap off the day, Melo and friends were joined by global freestyle champion Brisco ([@brisco_s3](#)) for a world-class exhibition of skill, while select partygoers had the chance to go 1-vs-1 with Brisco, as Melo acted as special guest judge from the sidelines.

The [PUMA Slipstream BBall](#) is available now.

Note to Editors

Made for the court, and proven in the streets, the new Slipstream BBall is an elevated evolution of PUMA's '80s basketball classic. The low-top silhouette brings the Slipstream legacy into the

future, with punctuated lines, modernized details, and updated materials. PUMA's signature Formstrip leaps off the shoe's profile, creating a unique visual effect on the Slipstream's upper. The reworked heel makes the Slipstream a statement shoe from all angles, while added cuts in the shoe's upper reveal underlying color pops, adding another element to the silhouette's modernized look and feel. Featuring a clean white upper in smooth leather, and hits of green throughout, the new Slipstream BBall is finished with a special badge on the tongue, commemorating over 30 years of basketball DNA.

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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.