



PRESS RELEASE

PUMA AND BUTTER GOODS' RACE-INSPIRED COLLABORATION IS A PHOTO FINISH



Herzogenaurach, December 11, 2023 – PUMA revs the throttle for its 75th anniversary, as well as the 15th anniversary of Australian skate and streetwear imprint, Butter Goods, as both brands pick up the creative partnership established in previous seasons.

Focused around a compact capsule of items, this high-octane collection is fuelled by '90s dirtbike and BMX racing gear, with details and design elements straight from the track, including flame-emblazoned footwear and checkered-flag apparel.

The collection's apparel is centered around a rally-inspired long-sleeve jersey featuring playful team logos inspired by professional racing, including "PUMA Pro Racing" and "Butter Equipment." The accompanying shorts look to the finish line, incorporating a checkered theme with PUMA and Butter Goods logos. A numerical insignia nods to 1948, the year of PUMA's founding, and 2008, that of Butter Goods.

Continuing the flaming motif that runs through the entire collection, the PUMA Suede is imagined in a tonal black colorway with contrast stitching in white, and flames licking at the shoe's upper, in the form of a patch that takes over the PUMA Formstrip, while a special co-branded tag appears on the tongue.

The latest limited-edition drop PUMA x Butter Goods is available starting December 16, 2023 from BUTTERGOODS.COM, PUMA.com, PUMA flagship stores, and selected retailers.

Media Contact:

Alberto Turincio, PUMA Global Communication, Sportstyle – alberto.turincio@puma.com

Sandra Wedel, PUMA Global PR, Sportstyle – sandra.wedel@puma.com

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.