



PRESS RELEASE

PUMA WITH SWAROVSKI CRYSTALS IS A SHIMMERING STATEMENT OF MINIMALIST SPORTSWEAR



Herzogenaurach, December 8, 2023 – PUMA introduces a new chapter in its creative partnership with Swarovski crystals.

An expression of minimalist sportswear, PUMA and Swarovski's new partnership is created with precision-cut Swarovski crystals, which add sparkle to a range of tailored essentials.

Essential silhouettes are adorned with shimmering, eye-catching details, while PUMA's leaping cat logo is also depicted in glamorous fashion, cast in an array of colored Swarovski crystals.

The collection is highlighted by a matching track top and track pants, as well as a cropped, oversized T-shirt that comes in three colorways. Select garments come with raw details, including the collection's headwear and the accompanying PUMA Suede, which is artfully distressed to reveal dazzling Swarovski crystals emerging from within. Allowing the glimmer of Swarovski crystals to lead the collection, the subdued color palette mixes neutral blacks and whites with pops of regal purple.

PUMA with Swarovski crystals is available starting December 7, 2023 from [PUMA.com](https://www.puma.com), PUMA flagship locations, 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.