



PRODUCT BRIEF

BLACK FIVES RENS100 COLLECTION - HONORING HOOPS ROYALTY

Somerville, Mass. – November 2nd, 2023 – PUMA Hoops celebrates the 100th anniversary of the New York Rens – basketball’s original world champions. The Global sports company will be launching their third PUMA x Black Fives collection in its ongoing partnership with the Black Fives Foundation, whose mission is to honor the pre-NBA history of African Americans in basketball. In tribute to this legendary team, PUMA is bringing back some of the Rens’ signature flare through on and off court pieces.

The new collection, the Black Fives RENS100 Collection, celebrates the 100th anniversary of the New York Rens. In 1923, the New York Rens became America’s first Black-owned fully professional basketball team. Named for their home court at the Renaissance Casino and Ballroom in Harlem, The Rens’ innovative, fast-paced playing style led them to a record-setting 88-game win streak and shaped the game we know today.

In tribute to this legendary team, we’re bringing back some of the Rens’ signature flare through on and off court looks, including a retro take on our NITRO™ All-Pro that’ll inspire you to Make History Now – just like the Black Fives.

This 8-piece collection evokes retro-inspired designs, starting with the NITRO™ All-Pro that'll inspire you to Make History Now – just like the Black Fives. Additional items in the collection include multi-colored hoodie and sweatpants, shorts, T-shirts, Basketball jersey, Harlem Jacket, and a 'Make History Now' hoodie.

Set to launch globally on November 2nd, the Black Fives RENS100 Collection can be found at PUMA.com, at PUMA stores and select retailers worldwide.

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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.