

PRESS RELEASE



PUMA'S MIRAGE OG BLENDS RUNNING HERITAGE WITH MODERN INFLUENCES

Herzogenaurach, Germany, June 1, 2020 – Sports company PUMA is bringing back the Mirage, a running shoe that first appeared in the 1970s, and blends it with the fresh influences of modern life to create the **Mirage OG**.

The Mirage has been in the PUMA family for close to half a century, first introduced as a lightweight track and field shoe and then reissued as a jogging shoe in the 1990s with the addition of comfortable foam. In 2020, the **Mirage OG** makes a comeback as an essential streetwear shoe, which will be a perfect addition to any fashion forward outfit, without compromising on comfort.

The original design featured nylon, suede leather trimmings, and a foam wedge insert. In the 90s, the shoe was updated to include suede cutouts and EVA technology, adding both style and comfort. Blurring the lines of the past and present, the new **Mirage OG** features a textile upper with suede overlays, synthetic leather formstrip, transparent rubber detail on the heel, a die cut EVA midsole, and reflective elements on the heel.

The **Mirage OG** is back on PUMA.com, PUMA stores and select retailers on June 1st.

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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 more than 70 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 more than 14,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.puma.com/>