



PRESS RELEASE

PUMA AND JACK GREALISH INTRODUCE THE FOREVER. PALERMO. CAMPAIGN



Herzogenaurach, October 16, 2023 – PUMA introduces the first-ever Palermo campaign, starring Jack Grealish, the beloved Manchester City midfielder, upstart, and style icon in his own right.

Embracing the effortless Italian style philosophy while bringing together past and present football DNA, the campaign features Grealish putting his own spin on the Palermo, an archetype of '80s terrace style that is back for 2023.

Lacing up the PUMA Palermo in vibrant new color schemes, Jack Grealish showcases the timeless low top, featuring a characteristic tag on the upper, a T-toe construction, and the classic gum outsole.

Grealish pairs the Palermo with a series of looks featuring classic light-washed denim and an oversized topcoat, in addition to a pitch-inspired look including a PUMA tricot and burgundy corduroy trousers.

The Palermo was originally part of a series of PUMA sneakers that raised a glass to some of Europe's most famous capitals, including London, Oslo, and many more. Now, the Palermo is treated to a suite of new colorways.

The next chapter in the journey of the PUMA Palermo officially kicks off on October 20th, 2023, with much more to come in 2023.

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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.