



## **PRODUCT BRIEF**

Dissemination Date: August 31<sup>ST</sup>, 2020



### **PUMA PRESENTS THE PUMA KING PLATINUM BLACK AND ORANGE EDITION**

PUMA has today unveiled a stylish new look for the PUMA KING Platinum. One of the most iconic boots of all time gets the blackout treatment with a striking orange soleplate for this all-time classic boot. The re-engineered PUMA KING Platinum provides enhanced touch and control benefits made for the dynamic playmakers ready to take over the game.

The PUMA KING Platinum has the latest in performance technology. The super-soft, premium K-Leather boot upper is enhanced with 3-D 'touch' texture for added control. The locked-in fit is refined with a snug knitted tongue and the ultra-modern slim silhouette combined with the super lightweight 'RAPIDSPRINT' outsole makes it the fastest and lightest PUMA KING ever.

The new black and orange PUMA KING Platinum will be available from August 31<sup>st</sup> at PUMA.com, PUMA stores and select retailers worldwide.

## PUMA

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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/>