



PRESS RELEASE

PUMA PALERMO TOUCHES DOWN IN PALERMO



Herzogenaurach, March 6, 2024 – The PUMA Palermo travels home to the Sicilian capital itself for the new season.

The Palermo arrives in soft new color schemes, faithfully rendered in a timeless low-top profile, featuring a signature Palermo tag on the upper, a T-toe construction, and a classic gum outsole.

This new chapter in the Forever. Palermo. campaign captures the aliveness and sweet life of Palermo through its landmarks, markets, and streets, as two new colorways take the spotlight, arriving in “Grape Mist” and “Alpine Snow” editions.

The Palermo was originally part of a special series of sneakers created by PUMA that paid homage to some of Europe's most famous capitals, including London, Oslo, and many more. The Palermo was later adopted by football casuals to become a staple of terrace subculture.

Following the re-introduction of the Palermo in its original colorway, this latest campaign arrives as a follow-up to the Jack Grealish and Dua Lipa-led Forever. Palermo. campaign from 2023, which depicted the football heritage of the shoe through a modern lens.

The latest PUMA Palermo pack is available starting March 14, from [PUMA.com](https://www.puma.com), PUMA flagship stores, and selected PUMA stockists.

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PUMA

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