



**FOREVER.  
FASTER.**

## PRODUCT BRIEF



## THE GEAR UP PACK. IT'S TIME TO KICK INTO HIGH GEAR

**Herzogenaurach, Germany, September 21<sup>st</sup>, 2023** — Global sports company PUMA has today launched the Gear Up Pack featuring supreme new colorways inspired by big nights under the lights in the latest ULTRA, FUTURE, and KING. When you want to get things done on the football pitch, these boots work as hard as you do.

The start of the season was all about making an entrance, but now it's time to kick into high gear with the Gear Up Pack to be worn by the likes of Neymar Jr., Kingsley Coman, Ingrid Engen, Fridolina Rolfö, Julia Grosso, Jack Grealish, and Xavi Simons.

Just when they think you couldn't get any faster – you do. With its fully re-engineered, lightweight ULTRAWEAVE upper, the ULTRA takes its signature speed and acceleration to the next level. The application of PWRTAPE draws from the anatomy of the human foot to provide natural support for quick changes of pace and direction.

Defenders used to be able to stop you, but that's all in the past. The FUTURE is designed with an adaptive FUZIONFIT360 upper which combines a dual-mesh, stretchy knit, and PWRTAPE to lock down the foot into a snug, supportive fit – so you can play with or without laces. The engineered 3D textures at key contact zones are optimized to enhance ball grip and control, whilst the dual-density Dynamic Motion System outsole enhances stability, agility, and traction.

Control never felt more comfortable with the PUMA KING. Made with K-BETTER™, a non-animal-based upper material that outperformed the previous KING's leather in testing for touch, comfort, and durability. The lightweight outsole features an external heel counter, integrated stability spine, and conical studs, so you have as much control over your movement as you do over the ball.

As a step toward a better future, the uppers of the ULTRA, FUTURE, and KING are made with at least 20% recycled materials.

Kick into high gear with the Gear Up Pack available on pre-sale from September 21<sup>st</sup> at PUMA.com and specialist retailers and available on global release from September 28<sup>th</sup>.

**REVEAL DATE: September 21<sup>st</sup>, 2023, 9:00am CET**

**PRE-SALE ISD: September 21<sup>st</sup>, 2023, 9:00am CET**

**GLOBAL ISD: September 28<sup>th</sup>, 2023, 9:00am CET**

## **IMAGERY:**

[Gear Up Pack Boot Combo Images](#)

[Gear Up Pack Player Images](#)

[Gear Up Pack ULTRA Images](#)

[Gear Up Pack FUTURE Images](#)

[Gear Up Pack KING Images](#)

## **MEDIA CONTACT:**

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## **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 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany.

