



## **BRAVE THE ELEMENTS: NEW COLLECTION FROM PUMA AND HELLY HANSEN**

**Herzogenaurach, Germany; November 13<sup>th</sup>, 2021** — Global sports brand PUMA and leading technical outdoor brand Helly Hansen have partnered together to create a new winter performance collection featuring lifestyle and running apparel and footwear.

Founded in Norway more than 140 years ago with the creation of waterproof gear for sailors, HELLY HANSEN is a global leader in sailing and performance ski apparel, as well as premium workwear. This season's PUMA x HELLY HANSEN collaboration was born at the intersection of technical running and adaptive function, taking a winterized approach to product creation. Pushing the limits of conventional design, pieces sport a neutral color palette and performance-inspired detailing. Using winterized materials, the performance running products include a range of jackets, tights, and footwear ready for the cold weather months. Key pieces include:

### **VOYAGE NITRO HELLY HANSEN 376153-01**

PUMA's not just for the streets. Meet the VOYAGE NITRO Helly Hansen, a trail running shoe made with advanced NITRO FOAM and durable PUMAGRIP ATR rubber. This pair gives you superior responsiveness, cushioning, and traction that won't shy away from rough terrain or a bad forecast. This shoe is made with OPTIFIT technology that wraps the foot for a secure fit on uneven terrain, and an innovative upper material that is breathable yet insulated. Feel free to venture off—Voyage will shrug off dirt and debris and drain any water you collect along the way.

- **NITRO: LIGHT & RESPONSIVE:** Advanced foam technology providing superior responsiveness and cushioning in a lightweight package.
- **FIT: OPTIFIT** offers a personalized fit for secure lockdown.
- **PUMAGRIP ATR: HIGH TRACTION RUBBER:** Durable rubber compound that provides multi-surface traction.

### **VELOCITY NITRO HELLY HANSEN 376152-02**

Velocity NITRO Helly Hansen is at the cutting-edge of winter running. Made to run any distance, anywhere, this shoe was made with NITRO foam for superior responsiveness and ultimate

cushioning. With an innovative material that is breathable yet insulated, plus strategically placed PUMAGRIP ATR for multi-surface traction, this shoe is designed to take you anywhere. Reflective detailing provides additional visibility for running when the days shorten.

- NITRO: LIGHT & RESPONSIVE: Advanced foam technology providing superior responsiveness and cushioning in a lightweight package.
- PUMAGRIP ATR: HIGH TRACTION RUBBER: Durable rubber compound that provides multi-surface traction
- REFLECTIVITY: Strategically placed, reflective hits for running in low light conditions.

#### **PUMA x HELLY HANSEN 1/4 ZIP RUN TOP**

- DRY: Highly functional dryCELL materials draw moisture away from the skin to keep you dry and comfortable.
- COMFORT: Flatlock stitching decreases friction and increases comfort during exercise.
- REFLECTIVITY: strategically placed, reflective hits for running in low light conditions.
- WARMTH: Thumb holes and optional mittens for cold running comfort.

#### **PUMA x HELLY HANSEN RUN BRA**

- DRY: Highly functional dryCELL materials draw moisture away from the skin to keep you dry and comfortable.
- SUPPORT: High-impact support offers an easy, lightweight feel.
- COMFORT: Flatlock stitching decreases friction and increases comfort during exercise.

#### **PUMA x HELLY HANSEN RUN TIGHT**

- DRY: Highly functional dryCELL materials draw moisture away from the skin to keep you dry and comfortable.
- COMFORT: Flatlock stitching decreases friction and increases comfort during exercise.
- REFLECTIVITY: strategically placed, reflective hits for running in low light conditions.
- MOVEMENT: Waistband-zip pocket offers a secure storage solution on the move.

#### **PUMA x HELLY HANSEN RUN JACKET 521206**

- DRY: Technical material constructions are engineered to help protect against rainy conditions and keep you dry.
- MOVEMENT: Hidden waistband-zip pocket offers a secure storage solution on the move.
- PROTECTION: Water repellant fabric for protection against the elements.
- FUNCTIONALITY: Thumb holes and watch window for convenience and easy access.

#### **PUMA x HELLY HANSEN RUN LS**

- DRY: Highly functional dryCELL materials draw moisture away from the skin to keep you dry and comfortable.
- COMFORT: Flatlock stitching decreases friction and increases comfort during exercise.
- REFLECTIVITY: strategically placed, reflective hits for running in low light conditions.
- WARM: Thumb holes, optional mittens, and wool blend fabric for cold running comfort.

### **PUMA x HELLY HANSEN WOVEN SHORT**

- DRY: Highly functional dryCELL materials draw moisture away from the skin to keep you dry and comfortable.
- COMFORT: Flatlock stitching decreases friction and increases comfort during exercise.
- REFLECTIVITY: Strategically placed, reflective hits for running in low light conditions.
- MOVEMENT: Back zip pocket offers a secure storage solution on the move.
- FIT: Adjustable waistband provides a personalized, secure fit through your run.

### **PUMA x HELLY HANSEN RVRSBL RUN VEST**

- WARM: windCELL fabric technology keeps you warm in windy conditions.
- REFLECTIVITY: strategically placed, reflective hits for running in low light conditions.
- MOVEMENT: Front-zip pocket offers secure storage solution on the move.

Prepare yourself to brave winter running with the **PUMA x HELLY HANSEN** collection when it drops on November 13th on PUMA.com, PUMA Stores, HELLYHANSEN.COM, HELLY HANSEN stores and selected retailers.

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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/>

#### **HELLY HANSEN**

Founded in Norway in 1877, Helly Hansen continues to develop professional grade apparel that helps people stay and feel alive. Through insights drawn from living and working in the world's harshest environments, the company has developed a long list

of first-to-market innovations, including the first supple waterproof fabrics more than 140 years ago. Other breakthroughs include the first fleece fabrics in the 1960s, the first technical base layers in the 1970s, made with Lifa® Stay Dry Technology, and today's award winning and patented H2Flow™ temperature regulating system.

Helly Hansen is a leader in technical sailing and performance ski apparel, as well as premium workwear. Its uniforms are worn and trusted by more than 55,000 professionals and can be found on Olympians, National Teams, and at more than 200 ski resorts and mountain guiding operations around the world. Helly Hansen's outerwear, base layers, sportswear and footwear are sold in more than 40 countries and trusted by outdoor professionals and enthusiasts around the world. To learn more about Helly Hansen's latest collections, visit [www.hellyhansen.com](http://www.hellyhansen.com).