

## PRODUCT BRIEF



### SLIPSTREAM LO BEAUTY AND THE BEAST

The first model of the SLIPSTREAM was a basketball shoe born in 1987 as a successor to the SKY LX. It became an iconic sneaker silhouette, favored by basketball players on the courts for its performance, stability and cushioning. Off-court, it made its way to the streets, finding a following among sneaker connoisseurs and the subculture generation of hip-hop dance crews for its unique design.

Given its growing popularity, in 1988 (just one year after the basketball launch), lifestyle models such as THE BEAST and SLIPSTREAM SNAKE were also released. These lifestyle models gained notoriety in Japan, eventually leading to Made in Japan versions in the early 2000s. PUMA pioneered the lifestyle space with THE BEAST shoe with the use of faux snakeskin, leather, and faux fur in the unique and eye-catching design.

In 2021, the shoe has been re-issued for today's consumer, staying true to its 1980s basketball heritage. The Beauty and the Beast pack is a reference to the Japanese iterations of THE BEAST in the past. The modern designs take a new play on the beast name and pay homage to the storybook tale – the inspiration is clear throughout, playing with key elements that allude back to the menacing beast and the charming beauty.

### SLIPSTREAM LO BEAST



The **Slipstream Lo Beast** comes in burgundy with details such as a claw-pattern formstrip and a gold trinket.

### **SLIPSTREAM LO BEAUTY**



The **Slipstream Lo Beauty** comes in white leather with a rose trinket and petal embroidery on the quarter.

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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. [www.about.puma.com](http://www.about.puma.com)