



## PRODUCT BRIEF

October 7, 2021



## PUMA X BLACK FIVES LAUNCH NEW VINTAGE-INSPIRED COLLECTION RELEASING OCTOBER 8

**Somerville, Mass. – October 7, 2021** – Global sports company PUMA will be launching their second PUMA x Black Fives collection in its ongoing partnership with the Black Fives Foundation, whose mission is to research, preserve, showcase, teach and honor the pre-NBA history of African Americans in basketball.

The new collection celebrates the way teams in the Black Fives Era expanded their reach beyond neighborhoods where they began, into cities and towns throughout the United States. On the courts of these big cities and remote towns alike, they played an instrumental role in popularizing the game while providing essential cultural inspiration to Black communities across America. The collection is a reminder of their pioneering efforts, which paved the way for the success and appeal of the modern game today.

This seven-piece collection encompasses vintage-inspired designs with historical graphics and authentic logos maintained by the Foundation. Banner graphics showcase Black Fives teams along with cities they played in across the U.S. from Los Angeles to New York.

Items in the collection include multi-colored hoodie and sweatpants, shorts, T-shirt, long-sleeved T-shirt, cardigan, and a black Suede Mid Black Fives, which includes a pop of color on the sole and team logos on the formstrip.

The collection, retailing for \$XX to \$XXX, launches globally October 8 on PUMA.com, at PUMA stores and select retailers worldwide.

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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. <https://about.puma.com/>