



## PRODUCT BRIEF

Dissemination Date: August 20<sup>th</sup>, 2020, 21:00pm



## PUMA PAYS TRIBUTE TO EINDHOVEN'S GLOW FESTIVAL WITH THE NEW PSV THIRD KIT

Sports company PUMA has today unveiled the new PSV Eindhoven Third Kit to be worn by the men's, women's, youth teams and Esports teams in their respective competitions for the 2020/21 season. The Third Kit was launched at sundown in "The City of Light", as a tribute to Eindhoven's GLOW art festival.

Eindhoven is recognized around the world as 'The City of Light', a city vibrant with culture, collaboration and global influence. In 1891, Eindhoven's very own Philips opened their first light bulb factory and soon became the biggest light bulb supplier in the world. The annual GLOW festival celebrates the latest innovations in the art world as artists and designers from all over the world present their light structures before projecting their art onto buildings all over the city, turning Eindhoven into 'The City of Light'.

The new PSV Eindhoven Third Kit embodies the history and culture of this forward-thinking city, with the red highlights in the graphic paying homage to the city's GLOW festival.

The new jersey is equipped with PUMA's thermoregulation technology which provides an improved moisture management system to maintain the perfect body temperature. Combined with laser-cut perforation on the front and engineered jacquard at the back, the jersey offers the latest in fit and mobility for optimal performance.

The new PSV Eindhoven Third Kit is available from August 20th at PUMA.com, PSVfanstore.com, the PSV Fan Store in the Philips Stadium, the newly opened PSV Eindhoven City Store and at select retailers worldwide.

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Media Contact:

Luke Haidarovic – Senior Manager PR Teamsports – [luke.haidarovic@puma.com](mailto:luke.haidarovic@puma.com)

## 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 14,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.puma.com/>