



PRESS RELEASE

PUMA SIGNS DJ SNAKE AS AMBASSADOR FOR THE NEW MIRAGE SNEAKER FRANCHISE

Herzogenaurach, Germany; February 17th, 2021 — Sports company PUMA has partnered with famed French DJ and record producer, William Sami Étienne Grigahcine, better known by his stage name DJ Snake.

DJ Snake, who is known for pushing the boundaries of music and style, will be the global ambassador for PUMA's newest sneaker franchise, the Mirage. The Mirage has been brought back from the PUMA archive and revamped with a new perspective on street style, using inspiration from the world of DJs and electronic dance music (EDM).

"I am a fan of fashion and sneaker culture, being able to join the PUMA family is an exceptional achievement, and I know my closet will have some great new additions," said DJ Snake. "As a sneakerhead I've always followed what PUMA releases, featuring some of them in my videos and performances. With this new partnership, I will be supporting the Mirage franchise, bringing a new perspective to one of my favorites silhouettes."

The Mirage OG was first introduced over half a century ago, it was originally released as a lightweight track and field shoe and reissued as a jogging shoe in the 90's.

"DJ Snake is a great addition to our PUMA family, we are delighted to welcome him," said Heiko Desens, PUMA's Global Director of Design and Innovation. "When we decided to bring Mirage back from the archive, it was important we gave it a fresh perspective for today. Connecting it to the world of DJ culture felt natural, as like the Mirage, DJ culture gained significant popularity in the 1970s. Sneakers and music have always been vehicles for youth culture, so who better to be the face of Mirage than DJ Snake?"

PUMA's **Mirage Tech** is part of PUMA's growing selection of Futro styles, a mashup of retro sneakers with futuristic inspiration. This revamped style features trippy colors, eye-catching materials, and futuristic elements taking inspiration from the lights, energy, and atmosphere of EDM shows.

DJ Snake is one of the best-known musical artists and DJs in a generation. Having made his international breakthrough in 2013 with the single “Turn Down for What,” DJ Snake has quickly become one of the top 10 most streamed musical artists of all time. With a catalogue including iconic singles such as “Taki Taki” (with Ozuna, Cardi B, Selena Gomez), “Lean On” (with Major Lazer, MØ), and “Let Me Love You” (with Justin Bieber), DJ Snake’s global impact on modern music culture is undeniable. With an ever-growing desire to further push the boundaries in music, fans should expect to hear a wealth of new singles in 2021.

The beat just dropped, so did Mirage Tech. Available starting February 22nd in PUMA Stores, PUMA.com, and select retailers worldwide with a retail price of \$XXX. Be on the lookout for additional colorways and new Mirage designs which will release throughout 2021.

###

Media Contact:

Alberto Turincio, Sportstyle PR Global – alberto.turincio@puma.com

Liz Smith, Sportstyle PR Global – liz.smith@puma.com

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 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany. www.about.puma.com