



PRESS RELEASE

PUMA FIT & PWRFRAME TR3: ESSENTIAL TRAINING GEAR FOR 2024

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Reach peak performance in optimal style this new year with the all-new PUMA FIT – PUMA's latest collection of high-performance apparel.

Rooted in sport, PUMA FIT combines technology and innovation with dynamic design principles that give you the confidence to push to your max in all types of workout; from the living room to the weight room and everywhere between.

The men's collection features a PUMA FIT triblend tee with dryCELL technology that draws moisture away from the skin to keep you dry and comfortable, whilst PUMA's Ultrabreathe mesh shorts just got shorter, now available in a 5" seam and featuring convenient pockets, side vents and an adjustable waistband that allows for ease of movement as you exercise like never before.

The women's collection utilises PUMA's Eversculpt technology to offer a form-fitting look that contours the body without restricting movement. The fitted tank top is built for all-round training with a high neck and PUMA-branded straps, whilst the triblend tank features side vents that offer added breathability with a subtle raceback silo for increased performance. The high-waisted 7/8 tights have an elasticated waistband and feature intricate design piping – making them an everyday training essential for 2024.

Completing the look is the redesigned PWRFRAME TR3 training shoe – the ultimate foundation for your next workout.

Loaded with new innovations, PUMA's evolved edition of PWRFRAME technology is engineered for explosive movements, wrapped by a high-rebound PROFOAM EVA for the perfect balance of cushioning and responsiveness, underpinned by a PUMAGRIP outsole that gives unrivaled

traction. The upper features a newly introduced TPU heel clip that increases rear support, whilst bespoke PWRTAPE continues to target those high pressure areas for additional reinforcement, making the PWRFRAME TR3 your trusted training essential and go-to gym shoe.

PUMA FIT and PWRFRAME TR3 launch globally on Monday 1st January in selected retailers, instore and on puma.com. To find out more follow [@pumatraining](https://www.instagram.com/pumatraining) on Instagram.

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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 75 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 about 20,000 people worldwide, and is headquartered in Herzogenaurach/Germany.