



PRODUCT BRIEF



RISE FOR THE KING: INTRODUCING PREMIUM EDITIONS OF THE PUMA KING PLATINUM

Herzogenaurach, Germany – March 25, 2021 - Sports company PUMA has today launched black and white premium editions of the PUMA KING Platinum featuring a striking gold soleplate fit for a king.

Legends aren't born. Legends are made. Pulling from the wealth of footballing heritage and forward-thinking design, the new KING Platinum is made for the modern playmaker. The signature K-leather in classic black or white is paired with a premium tooling design to deliver elegance and class, on and off the ball.

The KING Platinum is a highly engineered boot equipped with the latest in performance technology. The super-soft K-Leather upper is enhanced with 3D touch texture for outstanding fit, refined touch and durability. The fit is enhanced with a snug knitted tongue, while the ultra-modern slim silhouette combined with the super lightweight 'RAPIDSPRINT' outsole makes the PUMA KING Platinum the fastest and lightest PUMA KING ever.

The PUMA KING Platinum Premium Editions are available from March 25th at PUMA.com and at leading football retailers worldwide.

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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 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/>