



PRODUCT BRIEF

KYRON WILD BEASTS

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The Kyron franchise was created for the fashion rebels – pack leaders who destroy doubts, don't care about trends, and aren't afraid to show their wild side. The overall design takes inspiration from PUMA's archive shoes, infused with high fashion elements. Worn by PUMA ambassador Winnie Harlow, this execution is wild and daring with a closed mesh upper, suede overlays, and metallic detail on the front of the quarter.

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PUMA

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