

PRESS RELEASE



A DAY WITH DJ SNAKE AND HIS PUMA MIRAGE SPORT TRAINERS

Herzogenaurach, Germany; July 28th, 2021 — Global sports brand PUMA has just announced the release of a new style within their Mirage franchise, the new Mirage Sport Remix explores new lines and constructions with design inspiration from the world of DJs.

PUMA spent a day with its brand ambassador and face of the Mirage franchise, DJ Snake. Arriving on his private jet, following him to the studio where he records, and lastly on stage, he is seen wearing the newest Mirage Sport Remix.

Its fusion of street and classic sport, with design inspiration from DJ culture and electronic music performances is clearly shown on the Mirage silhouette. The main colorway comes in black, grey and primary colors, which are directly influenced by the lights of EDM shows. DJ Snake perfectly styles them to be worn throughout the day, and for any occasion.

“I’m excited to go back on stage this summer, I’ve missed playing in front of people and feeling the amazing vibe of live concerts,” says DJ Snake. “Can’t wait to do this and rock my new Mirage trainers while doing so.”

PUMA’s Mirage franchise is part of PUMA’s growing selection of Futro styles, a mashup of retro sneakers with futuristic inspiration.

Put on a show with Mirage Sport and get yours starting July 28th at JD. Be on the lookout for Exclusive Colorways throughout the rest of 2021.

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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. www.about.puma.com