



## PRESS RELEASE

### **PUMA blends Motorsport inspirations and lifestyle approach with the launch of the Red Bull Racing Autumn / Winter '21 collection**

**Herzogenaurach, Germany – 01 July 2021** — Global sports company PUMA celebrates the Austrian Formula One GP this weekend with the launch of the Red Bull Racing Autumn / Winter '21 Lifestyle Collection. The range is featuring many facets including graphics of the dynamic bull blend with technical car illustrations as well as the new franchise SDS with the designs based on Motorsport history.

Bold and energetic! PUMA carries the inspirations from the track and translates it into the latest Red Bull Racing Lifestyle Collection. The all over print graphics of the Street Collection fusion the silhouette of dynamic bull with technical car illustrations. New oversized silhouettes of the street hoodie, tee and sweatpants melt with block paneling generate a casual and eye-catching look. A new retro approach is added to the range by the latest franchise of PUMA called Speed Driver Series (SDS). The inspiration is driven by the looks of historical race suits. Colour blocks mixed with racetrack icons set the SDS up for classic simplicity delivering a new motorsport retro range.

Besides newness PUMA is sticking to their signature Red Bull Racing T7 collection featuring the iconic stripe on the side of the sleeves with fresh color blocking. The core, double bull and essentials ranges are complementing the entire collection with a blend of simple looks and the Red Bull Racing Logo.

Full grip performance is guaranteed by the PUMA x Red Bull Racing RS Connect. The footwear rides the wave of technological transformation with a future design featuring overlays in the upper and a unique tooling. The shoe is coming in the signature Red Bull Racing colors. Filling up the Red Bull Racing garage with the finest kicks PUMA is offering additionally the Roma Via, RBR R-Cat Machine and RBR X-Ray 2 footwear on the shopfloor.

You wanna dress in Red Bull Racing style? Get your PUMA x Red Bull Racing Autumn/Winter '21 Lifestyle collection now in selected PUMA stores and online on [puma.com](https://www.puma.com).

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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/>