



## PRESS RELEASE

### BIGGER IS BETTER: PUMA INTRODUCES THE SUEDE XL



**Herzogenaurach, January 29, 2024** – Bigger is better, as PUMA introduces an enormous remix of the iconic Suede, arriving in the form of the Suede XL.

From the Olympic podium to the dancefloor, the Suede has seen it all. Named for its signature material, the silhouette is best known for the rise of graffiti writers and B-boy crews who developed a love for the silhouette. But this latest chapter in the Suede's history is a pretty big deal.

PUMA's larger-than-life Suede XL is inspired by the nostalgia of '90s and early 2000s skateboarding footwear. Heavily cushioned with exaggerated proportions, the Suede XL features a padded tongue and Formstrip, plus ultra-wide laces to further evoke the overstated aesthetics of Y2K skate culture. The supersized sneaker touches down in an "Electric Blue" colorway, with more to come later in 2024.

The PUMA Suede XL is available starting February 1, 2024 from [PUMA.com](https://www.puma.com), PUMA flagship stores, and selected retailers.

### Editor's Notes

Named for its signature material, the PUMA Suede is a timeless low-top silhouette introduced in the late 1970s, which followed Walt Frazier's namesake, the PUMA Clyde. The Suede's popularity soared beyond the basketball court, as the sneaker became a favorite of sub-cultural pioneers in the hip-hop and breakdancing scenes. Today, the Suede's legacy spans across music, style, and sports, and the shoe has truly earned the title of iconic.

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### **PUMA**

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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.