



## PRESS RELEASE

### LIVE LIKE A BALR WITH THE NEW PUMA X BALR. COLLECTION

**Herzogenaurach, Germany – November 5, 2020** – Global sports company PUMA and Dutch lifestyle brand BALR. have once again joined forces to introduce their second collection. The PUMA, designed by BALR. collection includes limited edition versions of the FUTURE 6.1 football boot and the Future Rider lifestyle shoe, along with pants, shorts, hoodies, jerseys and a portable bag.

BALR. is known for its premium fashion, travel products and accessories, inspired by the lifestyle of professional football players. The PUMA x BALR. collaboration combines the best of both brands, blending football performance and fashion into a sleek street-ready capsule collection that bridges the intersection of football, culture and lifestyle.

“BALR. are a truly authentic brand rooted in football and culture,” said David Bremond, Head of Product Line Management Teamsport, PUMA. “This year we have added more assets to the collection, creating a unique lifestyle capsule. PUMA and BALR. follow the same path as we continue to push the boundaries of football beyond the pitch.”

The new Fall 2020 collection packs more football dreams than ever into premium materials and designs, featuring a subtle hexagonal pattern throughout, based on BALR.’s iconic branding, referencing the pattern found on footballs and football nets.

Juul Manders, CEO of BALR.: “I’m excited and proud that we are able to launch another great collection after last year’s hugely successful collaboration. With this year’s collaboration we have really taken the collection to the next level. The partnership between PUMA and BALR. really shows how two brands with a shared vision can achieve greatness.”

PUMA and BALR. will be launching the new collection together with a squad of next generation superstars led by James Maddison, Allan Saint-Maximin and Reinier Jesus, who are making waves on and off the pitch, living the life of a BALR.

The PUMA X BALR. Collection is available from November 5<sup>th</sup> at PUMA.com, PUMA stores and select retailers worldwide.

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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 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/>

## **BALR**

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BALR. is a luxury lifestyle brand founded in 2013 by Juul Manders, Ralph de Geus and Demy de Zeeuw. Since its start, BALR. offers the life of a professional athlete when he steps off the pitch. With an extensive range of apparel, travel items, accessories and footwear the brand covers all aspects of the life of a BALR. The company