



PRODUCT BRIEF

CLEVER. INTELLIGENT. MISCHIEVOUS: PUMA x GREMLINS COLLECTION IS HERE

Somerville, Massachusetts – November 13th, 2023 – There are three simple rules when dealing with Gremlins: 1) Keep them away from light. 2) Don't get them wet. 3) Never (ever) feed them after midnight. Fortunately, the PUMA x GREMLINS Collection isn't quite so finicky.

Introducing the PUMA x Gremlins Hoops Capsule Collection – a fusion of iconic style and 80s nostalgia. This exclusive collaboration with Warner Bros. Discovery Global Consumer Products brings fans a unique blend of fashion and film, featuring Gizmo and Gremlin leader Stripe from the Warner Bros. classic 1984 movie.

The mismatched shoe pair is a visual masterpiece, showcasing Gizmo on one and Stripe on the other, symbolizing the eternal battle between good and evil. The design incorporates intricate details, including two heads on the back of the shoes, representing the iconic characters, and mismatched colors that signify the duality of their nature. The furry tongue, reminiscent of a Mogwai, adds a playful touch, capturing the essence of the film.

The shoes boast a distinctive label on the tongue, ensuring authenticity and style. The bottom of the shoes is adorned with scratch marks, a nod to the mischievous Gremlins, adding an element of intrigue to the design.

Beyond the captivating aesthetics, these shoes are crafted with cutting-edge technology. The All-Pro NITRO™ silhouette guarantees superior support and comfort, thanks to PUMA's innovative NITROFOAM™. Engineered mesh on the upper enhances breathability and flexibility, making these shoes perfect for both style enthusiasts and athletes.

In addition to the shoe, this capsule collection will include a Gremlins inspired hoodie, tees, and sweatpants. Embrace the magic of the 80s and relive the adventure with the PUMA x Gremlins Hoops Capsule Collection – where fashion meets fantasy, and mischief meets comfort.

Set to launch globally on December 8th, retailing from \$45-\$140, the PUMA x Gremlins Collection can be found at PUMA.com, at PUMA stores and select retailers worldwide.

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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 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.

About Warner Bros. Discovery Global Consumer Products

Warner Bros. Discovery Global Consumer Products (WBDGCP), part of Warner Bros. Discovery Global Brands, Franchises, and Experiences, extends the company's powerful portfolio of entertainment brands and franchises into the lives of fans around the world. WBDGCP partners with best-in-class licensees globally on award-winning toy, fashion, home décor and publishing programs

inspired by the biggest franchises from Warner Bros.' film, television, animation, and games studios, HBO, Discovery, DC, Cartoon Network, HGTV, Eurosport, Adult Swim, and more. With innovative global licensing and merchandising programs, retail initiatives, and promotional partnerships, WBDGCP is one of the leading licensing and retail merchandising organizations in the world.