

PRESS RELEASE



PUMA AND SKEPTA BRING MÁS TIEMPO TO SUMMER FESTIVAL SEASON



Herzogenaurach, July 16, 2024 – PUMA links up with Skepta and Jammer's visionary house label, Más Tiempo, for a new collection inspired by the forever party of an endless summer.

PUMA and Más Tiempo are set to kick off the festival season with a capsule featuring football-inspired silhouettes and graphics, featuring metallic silver and magenta colorways, reflective details, and technical materials. Under the creative direction of Skepta and Jammer, the collection includes original graphic designs on T-shirts and hoodies, with the Más Tiempo wordmark and “World Tour” text appearing on Woven Shorts, half-zip Track Tops, and Football Jerseys. Festival-ready accessories like the Body Bag and 5-Panel Cap complete the lineup.

A highlight of the collection is the new iteration of the Skepta-favorite PUMA Velophasis. This sleek black and grey sneaker features purple accents and “Más Tiempo” branding on the heel and tongue.

The full PUMA x Más Tiempo collection will be available starting July 19, 2024, on PUMA.com, at PUMA flagship stores, and selected retailers.

Media Contacts:

PUMA

Alberto Turincio, PUMA Global Communication, Sportstyle – alberto.turincio@puma.com

Sandra Wedel, PUMA Global PR, Sportstyle – sandra.wedel@puma.com

Skepta

Anna Meacham, Huxley – anna@huxley.world

Kiki Kaur, Huxley – kiki@huxley.world

SKEPTA

One of the most important influences in the global rap scene, multi award-winning artist Skepta has established himself as a multifaceted force, leaving an indelible mark on the worlds of business, film, fashion and music. Through his journey, he has not only defined the sound of a generation but also become one of the most influential figures in contemporary music. Skepta's early recordings, established him as a force to be reckoned with, his albums from this point earning him acclaims including the Mercury Prize and becoming defining moments in British rap. COMPLEX deemed him the Best British Rapper of all time. As he continues to evolve, Skepta remains an emblematic figure, embodying the fusion of artistic expression, entrepreneurship, and cultural impact in the 21st century. His current project Mas Tiempo, founded with Jammer, embodies his exploration of electronic music. Beyond music, Skepta is the founder of Big Smoke Corporation which houses creative endeavours. His impact extends into fashion where he has collaborated with brands such as Puma and Burberry, plus launching his own brand, MAINS, blending his Nigerian and British influences into a distinctive identity. His debut film 'Tribal Mark' was released through his own production company, 1+1 Productions earlier this year. YouTube @SkeptaOfficial IG @Skepta Twitter @Skepta

MÁS TIEMPO

Más Tiempo is the brainchild of pioneering artists Skepta and Jammer, two visionaries who have carved out their legacies in the global music landscape. At the helm of Más Tiempo, they showcase their talents as DJs and producers of electronic and house music, further solidifying their creative legacies. Born from a shared fascination with house and electronic music, Más Tiempo is grounded in the principles of artistic liberation and sonic experimentation. Skepta and Jammer bring their unparalleled expertise and eclectic influences to the forefront, shaping a platform where genres dissolve, resulting in a sound that defies classification. Their parties are renowned for delivering immersive sonic experiences worldwide. Skepta's inaugural track on Más Tiempo, 'Can't Play Myself,' stands as a poignant tribute to Amy Winehouse, featuring a sample from one of her classics and showcasing an atmospheric house sound. Más Tiempo is more than just music - it's a movement.

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.