



PRESS RELEASE

PUMA and Formula 1® Celebrate the extravagance of Las Vegas

Herzogenaurach, 13th November 2023 – Sports Company PUMA, together with Formula 1®, are thrilled to announce the launch of the PUMA & Formula 1® Las Vegas Collection, featuring a dynamic range of apparel, accessories and footwear that captures the essence of luxury and extravagance synonymous with Las Vegas.

The PUMA & Formula 1® collection offers a striking combination of streetwear and motorsport-inspired designs, celebrating the spirit of Las Vegas and the FORMULA 1 LAS VEGAS GRAND PRIX 2023.

This drop features a cap, a tee and an American football jersey, all meticulously crafted to embody the spirit of Formula 1®. Cloaked in deep black, the tee and American football jersey are accentuated with hints of chrome, creating a mesmerizing interplay of light and darkness. This striking contrast adds a touch of opulence to the collection, capturing the essence of the iconic Las Vegas strip.

For those who demand exceptional performance and style, PUMA offers the iconic PUMA Clyde shoe and the high-performance Speedcat Pro's in this collection. The PUMA Clyde shoes maintain their timeless elegance with a silver colorway, along with the Speedcat Pro's and their shiny finish.

The PUMA & Formula 1® Las Vegas collection is available at PUMA.com and selected PUMA stores.

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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.