



PRESS RELEASE

PUMA'S NEWEST AMBASSADOR ROSÉ MEETS THE PUMA PALERMO



Herzogenaurach, July 17, 2024 – Following the June announcement, PUMA and global K-pop sensation Rosé from South Korean musical quartet BLACKPINK are unveiling their first official campaign.

After making a stylish arrival at the airport, the first chapter of the partnership spotlights the PUMA Palermo, with Rosé showcasing the iconic low-top in her unique style. Set in the lively streets of Seoul, Rosé wears classic “Cobalt” and “Black” colorways of the Palermo Vintage, showcasing the shoe’s bright, playful colors and classic terrace gum sole. Rosé pairs the Palermo with stadium-inspired PUMA looks.

PUMA's partnership with Rosé will center around PUMA's catalog of iconic silhouettes such as the "Rewrite the Classics" program, which celebrates PUMA's most timeless footwear shapes and brings them into a new generation. Fusing music and style, Rosé's ambassador role will bring her vision, voice, and unique insights to PUMA's global campaigns and storytelling. PUMA and Rosé will reveal more from their creative partnership later this year.

The PUMA Palermo is available now from PUMA.com, PUMA flagship stores, and selected PUMA stockists, with more colorways coming soon.

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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.