



**PRESS RELEASE**

## **PUMA HOOPS AND BREANNA STEWART LAUNCH THE STEWIE 3**



**Somerville, Massachusetts – April 11th, 2024** - Global sports brand PUMA and WNBA MVP Breanna Stewart unveil the Stewie 3 today in Paris, France. The latest silhouette pays homage to a tapestry of influences, each contributing to the shoe's storyline.

For the third signature shoe with PUMA, the design is inspired by Breanna's decorated career. The Stewie 3 Dawn features fiery hues and floral details representing both her family and journey. As a tribute to Tokyo, the cherry blossom, or Sakura, symbolizes the fleeting beauty of life and the resilience of nature. Also drawing inspiration from Rio Brazil,

specifically the golden trumpet tree's exquisite floral display. The golden accents on the shoe mirror the coveted gold medal of champions.

At the heart of the Stewie 3's design lies a deep connection to Spain, symbolized by the prominent red carnation blooms that adorn its surface. The red carnation serving as tribute to Stewie's spouse, Marta.

One of the most captivating elements, the incorporation of original blooming seed patterns that cascade gracefully across the outsole of the shoe silhouette, pay homage to Stewie's daughter, Ruby and her desire to grow the game.

"It's an honor to be able to incorporate part of my story into the Stewie 3: the people I love, and some of the places that have been integral to my journey. I'm excited to share my third signature shoe with the world, and what better way than to unveil it in Paris, host city to this Summer's Olympics," said Stewart.

An MVP-worthy addition to your game, the Stewie 3 Dawn is engineered for performance – featuring a high-abrasion outsole for added grip and a dual-density Profoam+ midsole for targeted cushioning. Meaning more energy return and stability when driving the lane, crashing the backboard, or taking it coast-to-coast.

The Stewie 3 Dawn is set to launch on May 14th, 2024, The PUMA Stewie 3 collection, will retail for \$40-125 and will be available at PUMA.com, the PUMA mobile app and the PUMA NYC Flagship store.

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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.