

PRESS RELEASE



PRONOUNCE

PUMA AND PRONOUNCE CREATE DEBUT COLLECTION INSPIRED BY ANCIENT ARCHAEOLOGICAL SITE

Herzogenaurach, Germany; June 30th, 2021 — Global sports company PUMA and designer brand PRONOUNCE have created a debut collaboration together of apparel, footwear and accessories in an earthy palette inspired by Pumapunku, an ancient archaeological site in Bolivia.

Based across both Milan and Shanghai, PRONOUNCE was founded in 2016 by Yushan Li and his creative partner Jun Zhou. The high-end brand reflects the pairs' shared love of handcrafted garments, and a desire to perfect the creation of truly global, truly genderless clothing. They have a unique approach of playfully weaving in references and inspirations from Eastern, Western, and ancient cultures and philosophies. This approach fits seamlessly into the debut **PUMA x PRONOUNCE** collection, which combines ancient inspiration with a modern and minimalist design approach.

In ancient Incan tradition, Pumapunku is believed to be the seat of global civilization, and now stands as a remnant of a vast complex of stone temples and geometric monuments. Taking cues from such intricate architectural constructions in the pre-technological age, the **PUMA x PRONOUNCE** collection brings this inspiration to life through the use of graphic motifs representing ropes, pulleys, and clay blocks. The color palette is inspired by the majesty of the sunset over Pumapunku, with gradient tones of orange, pebble, and muted grey.

In modern fits and gender specific styles, the apparel comes in a vibrant, gradient color story, with bold color blocking alongside earthy colors. Playful details resembling ropes adorn lightweight woven apparel styles with techy details. Items include tees, hoodies and sweatpants alongside more tailored pieces like a collared shirt, trousers, and a selection of jackets.

The footwear in the collection uses a very textural material mix in a neutral color scheme. Accents of bright orange and rope detailing add a bold touch. The selection includes new PUMA styles like the **Suede Mayu**, **Mirage Sport**, and **OP-1 PWRFrame**, as well as classics like the **Basket VTG**. A cap, backpack and mini messenger are included in the accessories offering for the collection.

Grab the **PUMA x PRONOUNCE** collection when it drops on PUMA.com, PUMA stores and select retailers on XXX with retail prices ranging from \$XXXX – \$XXXX.

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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 more than 70 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 more than 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany. www.about.puma.com

PRONOUNCE

PRONOUNCE is a designer brand established by Yushan Li and Jun Zhou in 2016 who are now based in Milan and Shanghai.

Yushan and Jun share the same aesthetics, focusing on developing hand crafted heritage reflecting on modern menswear wardrobe, combining east and west. Inspired by different female and male stereotypes, two designers keep pushing the boundaries of 'Gender Sharing' concept.

PRONOUNCE is the first Chinese designer brand who invited to show in Pitti Uomo in Florence Italy.