

PRESS RELEASE



PUMA X PUMA: A PAST MEETS FUTURE MASHUP COLLAB

Inspired by the PUMA King – created for kings and queens.

Herzogenaurach, Germany; **September 17th, 2020** — Sports company PUMA is looking to its past for a new internally curated collection. The **PUMA x PUMA** collection is a mashup of the past and present, made to celebrate the heritage and future of the brand. The debut line takes inspiration from the classic 1968 PUMA KING boot, using key design elements for a modern, lifestyle focused collection.

The **PUMA x PUMA** collection looks back at the finest moments, designs, and stories from PUMA's history to create a new, culturally relevant, and authentic collection. The first season of PUMA x PUMA takes inspiration from PUMA's football legacy, using the classic 1968 KING boot as the centerpiece. The PUMA KING has become an icon in both football and sportswear thanks to collaborations with famous fashion designers like Jil Sanders, and worn on pitch by the likes of Pelé, Eusébio and Maradona.

Using original PUMA KING elements, the collection celebrates the icon in a dual gender collection. The menswear is adorned with PUMA KING branding, while the women's line takes the classic logo and reimagines it into a new PUMA QUEEN concept. This lineup of apparel and footwear features 90's inspired graphics with modern details like reflective prints and techy trims.

The footwear takes direct design elements from the PUMA KING through stitching lines on padded uppers and a unique detachable tongue construction. The **Centaur KING** is a new progressive style reworked with a knitted sock construction and football-inspired details. The shoe is an aggressive mashup of PUMA archive inspiration and high fashion design elements in an all-black design with a white formstrip. The **Kyron QUEEN** takes a fresh silhouette and adds football-inspired details for a versatile look in a white leather design with blue accents. The collection also includes the **Mile Rider QUEEN** and **Future Rider KING**, both transformed through the lens of football for this collection.

The extensive apparel line continues to celebrate the icon behind the collection. The **PUMA KING Jacket and Track Pants** in black and the **PUMA QUEEN Jacket and Track Pants** in white offer timeless tracksuits for both genders with concept branding. The **PUMA KING Jersey** features a graphic all over print with the KING graphic reflective print on the front in a dryCELL fabric made to wick moisture away. With a graphic all over print, reflective print on the front and a tight fit, the **PUMA QUEEN Cropped LS** is the perfect item to add a statement to any outfit.

Dub yourself PUMA royalty and cop the **PUMA x PUMA** collection when it drops on PUMA.com, PUMA stores and select retailers on **September 19th**.

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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 14,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.puma.com/>