



## PRESS RELEASE

# 75<sup>th</sup> ANNIVERSARY CELEBRATION WITH SWAROVSKI CREATORS LAB

**Herzogenaurach, October 2<sup>nd</sup>, 2023** — Global Sports company PUMA and Swarovski Creators Lab, dedicated to innovation, creativity and high-end fashion, have teamed up to launch a collection in celebration of PUMA's 75th anniversary.

The collaboration between PUMA and Swarovski is a symbiotic partnership between two brands that share a rich heritage as well as a commitment to quality, ingenuity, and innovation. By illuminating PUMA's expertise in sports with Swarovski crystals, the anniversary collection becomes truly unique and appealing.

"This collection serves as both a tribute to PUMA's extraordinary history and a testament to our resolute commitment to pushing the limits of innovation. The stunning Swarovski crystals, combined with PUMA's iconic designs, make this collection truly remarkable, leaving a strong impression on anyone who sets their eyes on it," said Heiko Desens, Global Creative Director & Innovation.

Blurring the boundaries between sportswear and streetwear, the collection brings Swarovski's signature savoir-faire and vibrant luminosity to two of PUMA's most popular pieces: the PUMA Suede and the PUMA Hoodie.

Featuring a thick black sole and an upper in PUMA archive green, the surface of the PUMA Suede is covered with rows of green Swarovski crystals, masterfully cut to catch the light with every step. The provenance of the shoe is confirmed with the subtle addition of PUMA's 75th anniversary logo on the sock liner.

Instantly recognizable, the PUMA Hoodie has a relaxed, oversized cut that exudes streetwear insouciance. Its solid black fabric provides the perfect backdrop for the PUMA logo, brilliantly enhanced with multifaceted green Swarovski crystals.

PUMA is celebrating its 75th year of existence through a sequence of distinctive events and partnerships that pay tribute to its significant heritage in both the realms of sports and fashion. Its collaboration with Swarovski Creators Lab takes this to the next level, harnessing the power of crystals to create standout pieces that are elevated yet effortlessly wearable.

Discover the PUMA for Swarovski Creators Lab collection in select stores or online at [swarovski.com](https://www.swarovski.com) from October 2<sup>nd</sup>, 2023.

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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.

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## Swarovski

Masters of Light Since 1895

Swarovski creates beautiful products of impeccable quality and craftsmanship that bring joy and celebrate individuality.

Founded in 1895 in Austria, the company designs, manufactures and sells the world's finest crystals, Swarovski Created Diamonds and zirconia, jewelry, and accessories, as well as home décor. Swarovski Crystal Business has a global reach with approximately 2,300 stores and 6,600 points of sale in over 150 countries and employs 16,600 people. Together with its sister companies Swarovski Optik (optical devices) and Tyrolit (abrasives), Swarovski Crystal Business forms the Swarovski Group. A responsible relationship with people and the planet is part of Swarovski's heritage. Today this legacy is rooted in sustainability measures across the value chain, with an emphasis on circular innovation, championing diversity, inclusion, and self-expression, and in the philanthropic work of the Swarovski Foundation, which supports charitable organizations bringing positive environmental and social impact.