



PRESS RELEASE

FROM CANVAS TO COURT: PUMA AND SOPHIA CHANG INTRODUCE NEW COLLABORATION



Herzogenaurach, March 20, 2024 - Ten years after their first team-up, PUMA and Sophia Chang are back together.

Multi-hyphenate creative, illustrator, and storyteller, Sophia Chang looks to women's basketball as the inspiration for her new collection of footwear and apparel. Guided by principles of inclusivity, diversity, and female allyship, Chang's approach is heavily inspired by her community. Elevated through Chang's lens, classic court silhouettes

come with collegiate detailing, custom graphics, and pastel tones. Continuing the basketball motif, the Suede and Palermo sneakers round out the timeless range.

As an illustrator, Chang infuses the collaboration with her own hand-drawn visuals, which appear throughout the capsule. The Basketball Jersey and Knitted Bucket Hat come with a playful dribbling graphic, while a montage of illustrations appears on the Wide Leg Pants as well as the Cross Body Bag. The collection is highlighted by the Reversible Bomber which features letterman-inspired details and a special liner that is adorned with more of Chang's signature illustrations.

Rendered in a pastel "Zen Blue" shade, the collection's Suede continues Chang's hand-drawn aesthetic across the shoe's upper and tongue, while the "Grape Mist" Palermo features illustrations inset into the PUMA Formstrip.

Chang is featured in the campaign alongside two members of her local community of creatives, both styled in the new collection: Bethany Brill, designer and founder of Teddy Studios, and Bukunmi, creative director and photographer.

PUMA x Sophia Chang is available starting March 23, 2024, from [PUMA.com](https://puma.com), PUMA flagship stores, and selected PUMA retailers.

Media Contact:

Alberto Turincio, PUMA Global Communication, Sportstyle – alberto.turincio@puma.com

Sandra Wedel, PUMA Global PR, Sportstyle – sandra.wedel@puma.com

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.