



## PRESS RELEASE

### #SPEEDCAT SUMMER: PUMA INTRODUCES THE OG RACING SILHOUETTE IN CLASSIC COLORWAYS



**Herzogenaurach, June 11, 2024** – PUMA chases the podium with a new release of the OG Speedcat for 2024. Originally crafted for the fastest sport in the world, the PUMA Speedcat has forged a storied legacy within the world F1™. Now, PUMA re-launches the shoe that has graced the feet of Grand Prix champions.

For the initial release, the low-top Speedcat returns with lush suede finishing, in black and red colorways nodding to iconic F1 racing teams. Honoring the racewear uniforms of the early 2000s, this new re-issue also features an embroidered cat detail on the toe, while gold logo hits appear on the tongue and above the Formstrip.

Created in 1999, the lifestyle iteration of the PUMA Speedcat is based on fireproof racing footwear worn by Grand Prix drivers throughout the '80s and '90s. The Speedcat's sleek, racing-inspired

lines and aerodynamic look allowed the silhouette to make an impact off the grid, in the world of fashion and sneaker culture. The Speedcat's low-profile shape became a favorite in fashion capitals around the world, from London to Berlin to Korea, even spawning lifestyle variations like the PUMA Drift Cat and Race Cat. To date, the original Speedcat is the best-selling PUMA shoe of all time.

PUMA's launch partner for the 2024 Speedcat is NAKED Copenhagen, the Copenhagen-based retailer known for its global female voice. PUMA and NAKED Copenhagen champion the Speedcat through a woman-led campaign, which celebrates what it means to be a pioneer off the track and on it. Just as every driver fight for pole position, the campaign honors what it takes to be a female leader.

The muse and face of the campaign is stylist and creator Sierra Rena, who embodies fearless self-expression, an attitude built on the pioneers before her, and a determination to inspire future generations positively. Honoring the legacy of the Speedcat, the campaign presents the silhouette as a symbol of empowerment and innovation.

The PUMA Speedcat will be available for an exclusive pre-release event at NAKED Copenhagen Paris store in Le Marais on June 19<sup>th</sup>, as well as online at [nakedcph.com](https://nakedcph.com), and in Naked Copenhagen stores in Copenhagen and Aarhus. From June 29, PUMA Speedcat will be available on PUMA.com as well as global retailers such as Kith, Atmos, END, SNS, and other exclusive accounts.

Additional colorways of the PUMA Speedcat are set to arrive later this year.

**Credit list:**

Creative Direction & Producer: NAKED Copenhagen - @nakedcph

Talent & Stylist: Sierra Renas - @sierrarenas

Styling Assistant: Cassandra Malmberg

Hair & Makeup: Paloma Brytscha

Photographer: Michele Perna

Photo Assistant: Federico Gea

Videographer: Marcus Nielsen

Track & Sound Design: Oliver Malone

Production Assistant: Lionel Kleinot

**@PUMAsportstyle #Speedcat**

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**PUMA**

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