



## PRESS RELEASE

### INSPIRED BY SPORTS NOSTALGIA, THE PUMA X LMC GV SPECIAL IS A CITY STAPLE



**Herzogenaurach, May 24, 2024** – Making its return from PUMA's storied archive, the reissued 2024 GV Special receives a collaborative touch-up from Seoul-based Lost Management Cities.

Remixing the '80s tennis silhouette, Lost Management Cities renders the GV Special with a playful and nostalgic colorway, inspired by the Korean brand's love for classic sportswear. Mixing blue and cream tones, LMC's rendition comes with hand-finished detailing, such as raw fabric edges and zig-zag stitching on the upper. PUMA and LMC logos share placement on the tongue and heel, while a special Lost Management Cities

tab is fastened to the PUMA Formstrip. Lastly, a gum sole offsets the light tones used across the upper.

Originally brought to life in the '80s under the title of PUMA California, the silhouette was originally defined by its universal indoor and outdoor adaptability and unmistakable inset midsole. Later on, the California was renamed the GV Special in honor of Argentinian Grand Slam winner Guillermo Vilas, who favored the shoe during his time as a domineering force on the court.

Later in the year, PUMA and Lost Management Cities will return with a full apparel collection.

The PUMA GV Special x Lost Management Cities is available starting May 25, 2024, at selected retailers worldwide.

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**PUMA**

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