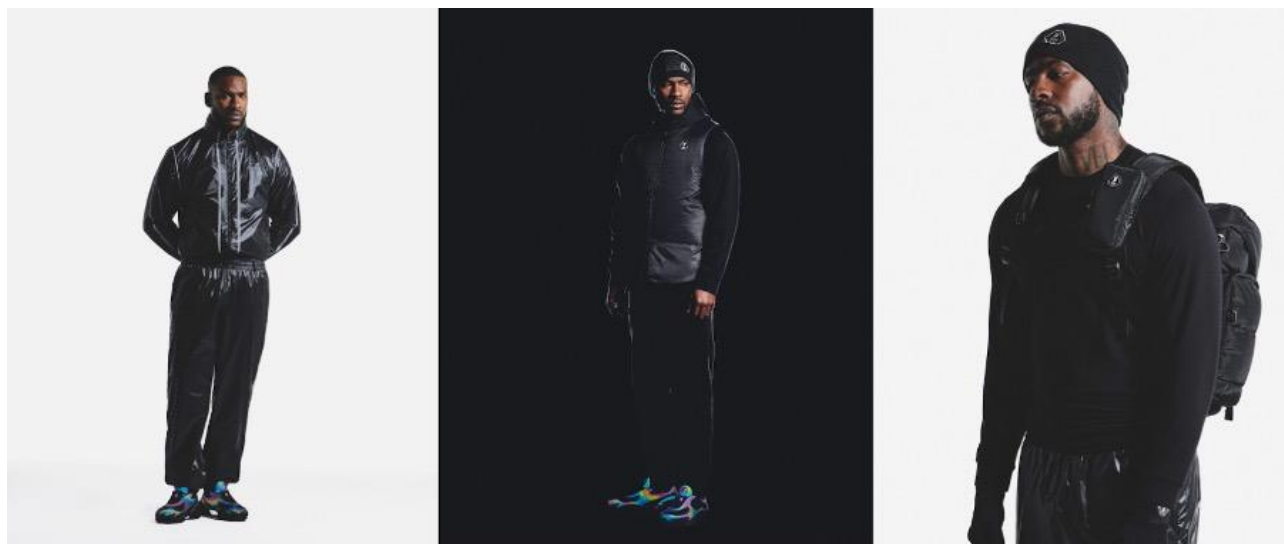




PRESS RELEASE

SKEPTA AND PUMA UNVEIL THE SKOPE FOREVER SNEAKER & FIRST FULL COLLECTION



The wait is over, as Skepta's inaugural collection with PUMA is finally unveiled.

Herzogenaurach, May 14, 2024 – Skepta's unequalled style and cultural influence collide with PUMA's rich heritage of sportswear design, creating a groundbreaking collection characterised by its distinct shapes, unique details and textures. Capturing the mood of the collection itself, the campaign employs light and shadow as primary visual codes, naturally casting the spotlight on Skepta.

After being welcomed into the PUMA family as a brand ambassador in 2022, Skepta now unveils his inaugural collaborative collection. Created especially for Skepta and based on his unique aesthetic and codes, the collection features a stealthy colour palette emphasising materials like premium nylon, offset by silver hardware inspired by PUMA's origins.

Balancing history with innovation, Skepta and PUMA's first drop goes deep into PUMA's extensive archive, adding Skepta's distinct perspective to a full collection of apparel, accessories, and a brand-new footwear silhouette, the PUMA Skope Forever.

Conceived as a uniform for Skepta, the PUMA x Skepta Track Jacket and Track Pants form a coordinated set, taking inspiration from PUMA's T7 tracksuit. The technical Vest features unique tailoring with concealed pockets, while the accompanying Backpack maintains the same aesthetic, created in a black-on-black colorway with ample storage. Completing the lineup of accessories, the first PUMA x Skepta collection also introduces Gloves and a cuffless Beanie.

The PUMA Skope Forever is an all-new footwear style co-created by Skepta and PUMA, inspired by early-2000s footwear designs and debuting in a special iridescent colorway. Robust tooling serves as the foundation for the upper, featuring a mesh underlay wrapped in fluid opalescent panels. Silver accents emerge from beneath the Skope Forever, contrasting with its covert colourway. A special PUMA x Skepta badge features on the tongue, completing the tech-luxe silhouette.

Kicking off a long-term partnership between Skepta and PUMA, the first collection is available from May 18, 2024, from [PUMA.com](https://puma.com), PUMA flagship stores, and selected PUMA retailers with retail prices ranging from 60 to 200 Euros.

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SKEPTA

One of the most important influences in the global rap scene, multi award-winning artist Skepta has established himself as a multifaceted force, leaving an indelible mark on the worlds of business, film, fashion and music. Through his journey, he has not only defined the sound of a generation but also become one of the most influential figures in contemporary music. Skepta's early recordings, established him as a force to be reckoned with, his albums from this point earning him acclaims including the Mercury Prize and becoming defining moments in British rap. COMPLEX deemed him the Best British Rapper of all time. As he continues to evolve, Skepta remains an emblematic figure, embodying the fusion of artistic expression, entrepreneurship, and cultural impact in the 21st century. His current project Mas Tiempo, founded with Jammer, embodies his exploration of electronic music. Beyond music, Skepta is the founder of Big Smoke Corporation which houses creative endeavours. His impact extends into fashion where he has collaborated with brands such as Puma and Burberry, plus launching his own brand, MAINS, blending his Nigerian and British influences into a distinctive identity. His debut film 'Tribal Mark' was released through his own production company, 1+1 Productions earlier this year.

YouTube @SkeptaOfficial IG @Skepta Twitter @Skepta

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.