



PRESS RELEASE

AN ODE TO THE CHAMPION IN ALL OF US: PUMA AND NOAH PART FOUR CHAMPIONS THE SPIRIT TO DO IT FOR YOURSELF



Herzogenaurach, February 12, 2024 – Inspired by the passion of sportsmanship, PUMA and Noah’s fourth team-up champions the spirit of the off-duty athlete, with photographer Collier Schorr capturing the essence of the collection’s “Do It For Yourself” ethos. Through her unique lens, the youthful subjects are portrayed in a world of locker rooms, gymnasiums, and after-school effortlessness.

The drop continues PUMA x Noah’s shared ambition of reshaping the collective memory of American sportswear through a range of apparel, footwear, and accessories. Steeped in nostalgic sports aesthetics, and brought to life with archival

graphics, the collection's apparel is highlighted by the six-pocket Dungarees made from cotton twill, as well as the nylon-shell Coach Jacket that comes with a sherpa liner. The Hoodie, Graphic T-shirt, and Jet Sleeve Tee are crafted with premium cotton, with two Sweatpant options rounding out the look.

Footwear hits a new stride with the PUMA Arizona, accompanied by a retro-inspired Wrestling Boot. The Arizona comes with a supple cashmere-suede upper in navy blue with contrasting leather Formstrip in powder blue and gum outsole. PUMA and Noah's logo share placement on the Arizona's lace shroud. Rendered in neutral tones of grey and white, the unique, high-top Wrestling Boot features leather overlays on the upper, with gold PUMA lettering on the collar, and dual logos on the tongue.

For accessories, the Merino wool Cycling Cap and Duffle Bag come with thoughtful detailing and elevated finishes, furthering the collection's commitment to a time when easy, off-duty style was a natural extension of the inner spirit.

The latest from PUMA x Noah is available exclusively from noahny.com and Noah stores starting on February 15, and at selected retailers worldwide starting February 17.

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.