



PLEASURES

PRESS RELEASE

PUMA AND PLEASURES' SUEDE XL IS LIVING LARGE



Herzogenaurach, January 4, 2024 – PUMA and PLEASURES are back together, this time introducing a new take on the classic PUMA Suede.

The big-stepping PUMA x PLEASURES Suede XL is inspired by the nostalgia of '90s and early 2000s skateboarding footwear. Featuring exaggerated proportions, the Suede XL is kitted out with a padded tongue and padded Formstrip, plus ultra-wide laces, evoking the overstated aesthetics of modern skate culture.

Featuring a low-profile colorway, the sneaker comes with a black upper and black laces, as well as contrasting cream hits throughout. Simple logo hits appear on the tongue, in the form of PUMA's jumping cat logo and the PLEASURES wordmark, while PLEASURES is also inscribed onto the shoe's midsole.

This new Suede XL follows up on previous collaborations between PUMA and PLEASURES, including a full apparel collection in October, and the DIY-inspired Overdyed Velophasis sneaker from mid-2023.

The PUMA x PLEASURES Suede XL is available starting January 6, 2023, from [PUMA.com](https://puma.com), [PLEASURESNOW.com](https://pleasuresnow.com), PUMA flagship stores, and selected retailers.

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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.