



PRODUCT BRIEF



ALL HAIL THE KING: THE PUMA KING PLATINUM 21

Herzogenaurach, Germany –May 13th, 2022 – Sports company PUMA has today launched a fresh new color update to the reigning champion of the pitch, the PUMA KING Platinum 21. The KING Platinum reimagines the ultimate classic in PUMA Black and Neon Citrus, made for ultimate touch and control. The KING Platinum is a boot fit for kings.

Hailing over 50 years of heritage and legacy, the KING Platinum 21 is made for the modern playmakers. The most iconic football boot is back and better than ever. As football gets faster and faster, control is key, so the reengineered KING takes its signature look and upgrades your game to the next level.

The KING Platinum 21 features the brand-new KINGForm technology: a rib structure that fuses to the super-soft leather upper in key contact areas to deliver superior touch and increased responsiveness. The KING combines an aggressive MoveKontrol Plate outsole for optimized traction and specially crafted KomfortSystem for next-level comfort with super-soft anatomical padding and a knitted tongue for a natural snug fit.

Take the throne with the PUMA KING Platinum 21, available from May 13th at PUMA.com, PUMA stores and select retailers worldwide.

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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 more than 70 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 more than 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.puma.com/>