

PRESS RELEASE



PUMA RETURNS TO NEW YORK FASHION WEEK WITH THE 'FUTROGRADE' SHOW

HERZOGENAURAUCH, GERMANY, 28 JUNE 2022 – PUMA will present a game-changing brand experience with FUTROGRADE on September 13th at 9PM EST, an immersive runway show timed to New York Fashion Week. This enhanced event exists across several realms: looking back at the brand's heritage, looking ahead to the future; fusing physical and digital; and highlighting the PUMA family through collaborations and special appearances.

Within a vast downtown space transformed by light, music and dynamic projection effects, guests will rediscover PUMA's sport fashion vision. Across men's and women's collections, there will be remixed retro signatures, upcoming collaborations, custom pieces, and future-leaning looks that emphasize elevated, active style and expressive individuality.

Alongside the show, PUMA will reveal a digital experience that integrates interactive components to engage a global audience, further establishing PUMA in the web3 space after several collaborative projects in the first half of the year. "We are thrilled to be back on the official CFDA/NYFW calendar," says Adam Petrick, Chief Brand Officer of PUMA. "Returning to fashion week for the first time in several years is significant for us because we knew we needed the right combination of factors to be present. With an emphasis on digital, a great line up of ambassadors and an amazing creative partner in June Ambrose, the foundation and creativity for a great show are there. And we're excited that this can be the moment for us to bring it to life."

FUTROGRADE will feature a multitude of PUMA family members, from athletes to celebrities.

Heritage elements – from the T7 track-inspired formstrip to the iconic leaping logo – will converge with bold futuristic designs. Collaborations from the likes of Dapper Dan, Palomo, AC Milan and Koché represent a significant part of the show, each one interpreting the brand's heritage with a unique twist. A range of FW22 pieces will be available immediately following the show with others arriving for SS23.

The selection of looks, from both the current and upcoming seasons, is being curated by PUMA Creative Director, June Ambrose, who has also designed a number of exclusive runway pieces. "My life and work has been rooted in street-culture and developing the relationship between urban sensibilities and industries. When I entered the business nearly three decades

ago, my mission was to influence generations of people who dream about being seen. This perspective is what I bring to PUMA and it reflects my mindset as I curate the FUTUROGRADE show. I want to connect the emotional narrative of our lives, to the show, through the cyclical nature of fashion. I'm excited about the audience's perception of how we are presenting the idea of 'a future-forward classic'; tapping into nostalgia and reimagining it for the future. I want this concept to challenge the audience to be creative with their present, as they forecast what's next."

Petrick adds, "It is our aim that this experience, whether in person or immersed digitally, will illustrate the history and heritage of our brand through a reimagined and futuristic lens."

David Stamatis, Executive Director and Partner at Future, a company that creates, partners and invests in ideas and content, is leading both creative direction and digital production of the show experience.

Closer to the show, PUMA will provide additional details about the digital components developed to define a multi-layered and original experience. With FUTUROGRADE, PUMA will showcase its distinct culture of fashion, music, and sport.

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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 about 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany.