

## PRESS RELEASE



### **TODAY'S SPECIAL IS PUMA X COCA-COLA, A COLLABORATION THAT IS ENDLESSLY REFRESHING**

**Herzogenaurach, German; August 11<sup>th</sup>, 2022** – PUMA and Coca-Cola® come together for a nostalgic collaboration that celebrates the special heritage of both brands.

The collection encompasses both footwear and apparel, including classic PUMA silhouettes like the T7 tracksuit and the recently released Slipstream sneaker, reimagined with elevated details, and finished with a retro color palette and Coca-Cola's classic pinstripes on select items. The included footwear features thoughtful touches like co-branded woven labels, molded hang tags, and exclusive packaging that includes special laces and wrapping.

The collection's first drop includes co-branded wardrobe essentials such as hoodies and shorts, as well as a range of graphic T-shirts, plus cut and sew items like the Relaxed Polo. On foot, drop one focuses on the Slipstream sneaker, a court classic that brings '80s basketball to the modern-day.

Drop two introduces several new apparel styles, plus an expanded selection of footwear including two refreshing takes on the Rider FV sneaker, PUMA's very first jogging shoe, updated for 2022 to feature classic details fused with modern design elements. PUMA's instantly recognizable Suede is also reinterpreted with Coca-Cola's timeless branding, while the accompanying Wilo slide takes the party poolside.

#### **About the Campaign**

The PUMA x Coca-Cola campaign exudes Americana, transporting us back in time to a classic Route 66-style diner. Decorated with vintage posters, wall clocks and other ephemera of the 1920s and '30s, the setting completes the purely nostalgic vibe of the collaboration. Don't forget to ask about today's special.

Drop one of the PUMA x Coca-Cola 2022 collaboration will be available starting August 11, 2022 from PUMA.com and select retailers. Drop two will be released later in 2022, be sure to follow @PUMA to learn more.

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**PUMA**

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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 14,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.puma.com/>