



PRESS RELEASE

PUMA AND BILLY WALSH RELEASE NEW COLLECTION INSPIRED BY THE PUMA KING

Herzogenaurach, Germany; May 30, 2020 – Sports company PUMA and designer Billy Walsh have come together again to create a minimalistic collection inspired by PUMA’s football heritage, reviving one of its most iconic boots, the PUMA King, and reinterpreting it for 2020.

Billy Walsh has wasted no time in making a name for himself. From his work designing the original PUMA Creeper to his songwriting skills, he’s proven himself to be one of the most authentically innovative creatives of his time. In his first-ever collection with PUMA, he draws inspiration from PUMA’s football heritage, reviving the original King silhouette of the 1970s in a modern interpretation for 2020. Visible stitching represents scars, the mistakes and imperfections of your past creating beauty and individuality. The past aligns with innovations of the present to create the future in this fresh take on the PUMA King.

The Cell Dome comes in three different colorways featuring a quilted leather upper with an all-over stitching, a sculpted midsole design, and an embroidered “KING” branding on the tongue. The apparel is sportswear inspired in performance, with some water repellent styles, reflective accents and detailing stitching inspired by the iconic football shoe, the PUMA King.

Cop the timeless co-created PUMA x Billy Walsh collection, dropping globally on PUMA.com, at selected PUMA stores and retailers on May 30th.

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