



PRESS RELEASE

PUMA and Scuderia Ferrari HP Unveil the Ultimate Varsity Jacket: A Fusion of Speed and Style

Herzogenaurach, 11th September 2024 – Global Sports Company PUMA together with Scuderia Ferrari HP announce the launch of their latest collaboration: the Varsity Jacket. This exclusive piece combines the timeless appeal of American college and university fashion with the cutting-edge design and performance synonymous with both brands.

Inspired by the classic American varsity jacket, this Varsity Jacket features premium materials and meticulous craftsmanship. The jacket boasts a rich, deep red body, complemented by hints of yellow, reminiscent of Scuderia Ferrari's signature colours. It features iconic branding with embroidered Scuderia Ferrari and PUMA logos, representing a legacy of excellence. The jacket boasts a classic silhouette, combining a traditional varsity jacket design with a modern fit.

The PUMA Scuderia Ferrari Varsity Jacket is now available at selected PUMA and Ferrari stores, and online at www.puma.com and www.store.ferrari.com.

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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.