



PRESS RELEASE

Light Up Your Wardrobe with Neon Energy Collection: A Tribute to Las Vegas by PUMA for Scuderia Ferrari HP

Herzogenaurach, 2nd October 2024 – Global sports company PUMA together with Scuderia Ferrari HP launch an electrifying new collection that pays homage to one of the most iconic locations in America – Las Vegas Boulevard. They proudly introduce Neon Energy, a collection that captures the vibrant spirit and pulsating nightlife of Las Vegas.

The inspiration for this collection draws heavily from the vibrant and electrifying atmosphere of Las Vegas Boulevard, also known as The Strip. This iconic location is renowned for its dazzling neon lights, bustling nightlife, and dynamic energy, all of which are captured in the bold graphics and striking color schemes of the collection.

The aim was to encapsulate the essence of Las Vegas by incorporating elements that reflect its unique character. The neon lights, which are a hallmark of The Strip, are represented through vivid color blocking and eye-catching patterns. These design choices are intended to evoke the sense of excitement and movement that one experiences while walking down Las Vegas Boulevard.

The collection includes standout pieces such as a Cap, a Hoddie, a Polar Fleece, Tshirts as well as the Velophasis sneakers and more. Each designed to make a statement whether you're cruising down Las Vegas Boulevard or lighting up your local streets.

This Scuderia Ferrari HP Neon Energy collection is now available in selected PUMA and Ferrari Stores, as well as online at puma.com and 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.