



PRESS RELEASE

PUMA AND SKEPTA UNVEIL TECH-LUXE COLLECTION FEATURING SKOPE FOREVER MID



Herzogenaurach, October 28, 2024 – PUMA and Skepta drop their second full collection, unveiling new apparel and footwear.

This tech-luxe range fuses Skepta's distinct style and cultural influence with PUMA's sportswear archive. Designed for the outdoors, through Skepta's unique lens, the latest collection features stealthy Pertex-equipped outerwear, accessories, and a fresh mid-top version of the Skope Forever sneaker.

The Skope Forever Mid showcases outdoor-inspired details, including a leather upper, rope laces, and hiking-inspired lace stays. This iteration builds on the original Skope Forever sneaker, which debuted in May 2024, bringing early-2000s design into the present with a modern edge.

The Pertex Puffer and Pertex Vest offer zipped storage and feature the collection's exclusive PUMA x Skepta badge. The Knitted Scuba Longsleeve, crafted with advanced 3D-knitting techniques, serves as a technical mid-layer, while the Graphic T-Shirt completes the apparel lineup with a uniform-inspired aesthetic.

Completed with black-out accessories like the PUMA x Skepta Grip Bag as well as the adjustable 5-Panel Cap and Boonie Hat.

Set against the dramatic backdrop of a rock formation, the campaign puts the Skope Forever Mid and the outdoor collection to the test.

The latest PUMA x Skepta collection drops on November 2, 2024, and will be available on [PUMA.co.uk](https://puma.co.uk), at the PUMA Store on Carnaby Street and from select PUMA retailers.

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PUMA

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SKEPTA

One of the most important influences in the global rap scene, multi award-winning artist Skepta has established himself as a multifaceted force, leaving an indelible mark on the worlds of business, film, fashion and music. Through his journey, he has not only defined the sound of a generation but also become one of the most influential figures in contemporary music. Skepta's early recordings, established him as a force to be reckoned with, his albums from this point earning him acclaims including the Mercury Prize and becoming defining moments in British rap. As he continues to evolve, Skepta remains an emblematic figure, embodying the fusion of artistic expression, entrepreneurship, and cultural impact in the 21st century. His current project Mas Tiempo, founded with Jammer, embodies his exploration of electronic music. Beyond music, Skepta is the founder of Big Smoke Corporation which houses creative endeavours. His impact extends into fashion where he has collaborated with brands such as Puma and Burberry, plus launching his own brand, MAINS, blending his Nigerian and British influences into a distinctive identity. His debut film 'Tribal Mark' was released through his own production company, 1+1 Productions earlier this year.

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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.