

MEDIA ALERT



PUMA and Scuderia Ferrari HP unveil Desert Sun Collection with Charles Leclerc and Carlos Sainz in Las Vegas

Las Vegas, 20th November 2024 — Yesterday, Scuderia Ferrari HP drivers Charles Leclerc and Carlos Sainz made an exciting two-hour appearance at the newly opened PUMA Flagship store in Las Vegas. The drivers captivated fans, celebrated the launch of the Desert Sun Collection, and amplified the longstanding PUMA-Scuderia Ferrari HP partnership with an in-store experience packed with engaging moments and interactive fan opportunities.

The drivers kicked off the event with an entrance into the store as they greeted fans and media outside. Exclusive media interactions followed, where Leclerc and Sainz shared insights on their journey with Scuderia Ferrari HP, as well as the inspiration behind the Desert Sun Collection. Fans and media were then invited to experience unique in-store elements, including the “48 Club” area and sim-racing activities inspired by Las Vegas.

The drivers led a customization session for the Desert Sun Collection at the PUMA x YOU station, creating personalized items featuring their driver numbers, symbols like “Leo” for Leclerc, and a chili pepper for Sainz. The customizations will remain available for fans throughout the week. Twenty lucky fans enjoyed a personal meet-and-greet, collecting autographs and photos in a memorable fan session.

The first 100 fans who purchased items from the Desert Sun Collection received a limited-edition Las Vegas-themed tote bag, co-branded to mark the occasion.

Quotes:

Favorite part of the collection:

Carlos: “I enjoy the Varsity Jacket the most. This is a great high quality item and great to be combined with the Desert Sun Collection.”

Charles: “As I love hoodies, this is for sure one of my favorite items together with the Varsity Jacket. Aside of this, the Desert Sun collection style in general with the washed out look is fantastic!”

Favorite part of the activation:

Carlos: “To enter the PUMA store with the Ferrari Showcar at the entrance is a great way to start your experience. All the activities including SIM Racing, customizing our shoes plus to see the secret vault was really great.

Charles: "The store is massive. Big shout-out to PUMA to bring this store on the Las Vegas Strip to life. There is so much to explore with all the details to Las Vegas culture, exclusive collections I never saw before and great options with the SIM Racing and customization to enjoy your time."

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PUMA

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