



Carrots

PRESS RELEASE

PUMA AND CARROTS GREEN-THUMBED COLLECTION IS “IN SEARCH OF CARROTS”



Herzogenaurach, July 2, 2024 – PUMA and Los Angeles-based label Carrots by Anwar Carrots are partnering up for a summertime scavenger hunt.

Rooted in streetwear aesthetics, the collection features a range of apparel, footwear, and accessories, including a garden-inspired color palette of oranges and greens, and throwback graphics that celebrate the Super PUMA mascot. Carrots playful approach to design is expressed through a hidden logo embroidered on a different location of every garment.

The freshly picked PUMA x Carrots collaboration is highlighted by apparel including streetwear essentials and cut-and-sew items like the hoodie and shorts featuring a logo lockup mixing the Carrots wordmark with PUMA’s leaping cat. The collection’s cardigan features a graffiti-style all-over pattern, while workwear-inspired pants are designed for a day’s work in the garden. The apparel offerings are rounded out by a striped rugby shirt and a graphic T-shirt that

commemorates PUMA's Super PUMA mascot from the 1970s. Lastly, the waist bag features a ripstop construction, rendered in two colorways with contrasting zippers and the PUMA x Carrots logo lockup, while the Super PUMA reappears on a limited-edition cap.

For footwear, PUMA and Carrots reworked Suede XL and 180 silhouettes are ripe for the picking. The Suede XL comes fully dipped in textural orange with contrasting green laces and gold Carrots detailing. The accompanying 180 features a black Cordura color scheme, a special PUMA badge on the tongue, and an orange Carrots badge on the tongue.

PUMA x Carrots is available starting July 5, 2024, from PUMA.com, PUMA flagship stores, and selected PUMA stockists.

Media Contact:

Alberto Turincio, PUMA Global Communication, Sportstyle – alberto.turincio@puma.com

Sandra Wedel, PUMA Global PR, Sportstyle – sandra.wedel@puma.com

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