



KIDSUPER
STUDIOS

PRESS RELEASE

PUMA AND KIDSUPER'S NEW COLLABORATION IS ALL ABOUT THE FUNNY BUSINESS



Herzogenaurach, September 12, 2024 – PUMA and KidSuper reprise their partnership with a new footwear, apparel, and accessories collection.

Created through the lens of football, the collection takes its inspiration from PUMA's heritage of athletics, bringing pastel colorways, specially designed patterns, and modern aesthetics into the form and function of sportswear.

Warm-up gear like the Cellerator Track Pants and Cellerator Track Jacket are both adorned with a stylized take on PUMA's leaping cat logo, complemented by outerwear

like the Reversible Vest and MMQ Jacket that are covered with custom mosaic patterns. Bespoke “KidSuper Academy” graphics appear on essentials like the Graphic Tee and Crewneck, while the Trapper hat and Gloves add to the collection’s individual character.

KidSuper’s takes on the Easy Rider and Palermo carry over the rippling lines and color tones, with mixed materials including mesh and suede lending the collaborative footwear a deconstructed feel.

To launch the collection, PUMA and Colm Dillane, better known as KidSuper, hosted a live comedy extravaganza in New York City, bringing in a roster of standup stars. Held at Harlem’s famous The Apollo Theater on September 9, 2024, the comedy show was accompanied by episode two of *SCRAM!*, a limited animated series which debuted in 2020. The sophomore episode includes PUMA ambassadors Jack Grealish, Lamelo Ball, and Neymar Jr., as well as Westside Gunn, Thierry Henry, and Usain Bolt.

The collection’s campaign is guided by the coming-of-age motifs portrayed in *SCRAM!*, depicting the disparate cliques of New York City coming together to showcase the latest PUMA x KidSuper drop.

Following the live comedy show the PUMA x KidSuper collection will be available starting September 21 on PUMA.com, in PUMA flagship stores, and at select PUMA retailers.

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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.