



PRESS RELEASE

INSPIRED BY THE PITCH, PUMA'S V-S1 TURNS SPEED INTO STREET STYLE



Herzogenaurach, 15th April, 2025 – PUMA introduces the new V-S1, inspired by the brand's longstanding history of performance football design, re-imagined for the streets.

The new V-S1 is steeped in 2000s-era football DNA, borrowing from PUMA's family of V1 football boots, which was known for its radical designs and use of innovative materials like carbon fiber.

The new V-S1's pitch-inspired look borrows and interprets visual elements from the V1.06, and V1.08. The silhouette is defined by its low-profile shape, asymmetrical lacing, and unmistakable performance accents like its structural heel cage. PUMA's Formstrip and leaping cat logo are seamlessly integrated into the streamlined design, as silver engulfs the shoe's upper, further evoking Y2K aesthetics. Material hits on the upper create a symphony of textures, from cracked

leather to micro dots and mesh. The V-S1 breaks out in two inaugural colorways, including the vivid “Poised Pink” and metallic “Shadow Gray.”

In a true synergy of football and lifestyle, the V-S1 boldly rethinks performance design, igniting a new and exciting future of hybrid designs.

The PUMA V-S1 is available starting April 19, 2025, from selected stockists and [PUMA.com](https://puma.com).

About the PUMA V-Series

In the 2000s, PUMA’s V-series of football boots evolved performance design in leaps and bounds. Short for “velocity,” the V1 helped establish a new category of ultra-light boots that let players move faster. This innovation was in part thanks to Schoeller ConTec, a tough, paper-thin fabric just 0.4mm thick. Borrowing from motorsports, PUMA then added carbon fiber sole plates, creating a new standard for lightweight design. On the back of additional PUMA footwear designs that are entrenched in the terrace footwear trend, plus throwback silhouettes like the Avanti and King Indoor, the time was right for PUMA to reintroduce the V-series to return to the spotlight, in an entirely new way.

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 products in more than 120 countries, employs about 20,000 people worldwide, and is headquartered in Herzogenaurach/Germany.