



## PRESS RELEASE

### PUMA X HELIOT EMIL DROP TWO IS DESIGNED TO ROAM



**Herzogenaurach, June 10, 2025** – There's something about being outside, moving, tuning in to your body and the terrain underfoot. It's not just about adventure. It's about the clarity that comes with motion, the focus you find when the only thing that matters is your next step. That's the mindset behind the second collaboration between PUMA and HELIOT EMIL.

Designed through the lens of function and minimalism, this collection lives at the intersection of utility and design. The pieces are all-black, technical, minimal. A sleeveless top and shorts that feel like a uniform. Oversized accessories that carry what you need, and nothing more. Footwear built with purpose. The Deviate Nitro Elite Trail is reimagined with a one-piece upper and a quick-pull toggle instead of laces. Less distraction, more intention.

This collection isn't loud. It speaks through precision, through the weight of materials, through the way things move when worn. Items like the technical vest and the lightweight jacket are built for performance, but they carry that same sense of subtle utility: articulated, ergonomic, ready for whatever direction the day takes. Every detail is engineered for movement.

PUMA x HELIOT EMIL drops June 14, 2025, on PUMA.com and at selected retailers.

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**PUMA**

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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.