



LIVE AND DIRECT: PUMA AND USAIN BOLT LIGHT UP NOTTING HILL CARNIVAL



London, August 25, 2025 - This year, PUMA became the official sponsor of Notting Hill Carnival, taking over the legendary King Tubby's and Rampage Soundsystem with the fastest man in the world, Usain Bolt. Warming up to the weekend, PUMA revived the iconic PUMA Yard, with an immersive celebration of Caribbean culture, community and style, marking the launch of the limited-edition H-Street, honoring PUMA's legacy supporting Jamaica's greatest track and field athletes.

Turning up the heat ahead of Notting Hill Carnival on Thursday 21st and Friday 22nd of August, PUMA transformed White City Warehouse into PUMA Yard, a vibrant cultural clubhouse bringing the heartbeat of Caribbean heritage and community together with London's most inspiring creatives. British-Caribbean designer Sharkkana, renowned for her cult Carnival tees and bold streetwear, hosted a pop-up showcasing her sought-after limited-edition designs. Sharkkana was joined by Latya, one of the UK's most exciting sneaker customization artists, who lead workshops to transform Sharkkini tees and H-

Street sneakers into one-of-a-kind Carnival looks. The soundtrack to PUMA Yard was brought to life by a high-energy line-up of the city's most rated DJs including Izzy Bossy and Damn Shaq, culminating in a live performance from WSTRN on Friday evening.

For the first time ever, PUMA and Usain Bolt joined forces with two of Carnival's most legendary sound systems, King Tubby and Rampage, cornerstones of Notting Hill Carnival, respected for their commitment to preserving and evolving UK sound system culture. On Sunday 24th August the action kicked off at King Tubby's stage, where PUMA curated a powerhouse line-up of reggae and dub legends, including Big Zeeks, Stylo G, Lisa Mafia and Romeo. The all-day celebrations continued Monday 25th August at the iconic Rampage stage, with a genre-spanning mix of established names set to keep the streets moving all day long.

"Carnival has always been about more than music — it's about pride, community, and celebrating where we come from. As someone who represents Jamaica, the fastest country in the world, I'm proud to team up with PUMA to bring that energy live to Notting Hill. Music has always been a big part of my life, and I wanted to share that joy with the people — from the Yard to the sound systems, we're showing up for the culture and making sure the vibes are unforgettable," said Usain Bolt.

For years, PUMA has been a proud presence at Europe's largest street festival, celebrating Caribbean culture and championing the diverse communities that have brought Notting Hill Carnival to life over the past 60 years. For 2025, PUMA continues this commitment through a partnership with Jamaican Basic Schools Foundation UK, an organisation founded in 1994 dedicated to educational and developmental programs for children. This year, PUMA will cover all event costs for the foundation's annual South London Fun Day and 10K run, with top finishers rewarded with the exclusive PUMA H-Street sneakers, a celebration of community, culture, and sport coming full circle.

"At PUMA, we believe in the power of culture to bring people together — and Notting Hill Carnival is one of the most vibrant expressions of that. It's a moment where we don't just show up, we connect: with the community, with creatives, and with the legacy that inspires us. This year, we're proud to deepen that connection by supporting the Jamaican Basic Schools Foundation, ensuring our presence goes beyond celebration and into meaningful impact. It's about giving back to the communities that shape us, and building

something lasting together,” said Christina Mirabelli, Director of Sportstyle Marketing for PUMA.

PUMA created an unforgettable celebration of Caribbean culture and community, channeling the vibrant energy and spirit of Notting Hill Carnival to mark the launch of the PUMA H-Street, inspired by Jamaica. The limited-edition sneaker will be available to buy from the 25th August 2025 at PUMA.com, PUMA flagship stores, and selected PUMA stockists.

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PUMA

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