



PRESS RELEASE

A STORY OF CRAFTSMANSHIP: PUMA AND CHARLES F. STEAD ELEVATE THE PUMA SUEDE AS NEVER BEFORE



Herzogenaurach, August 28th, 2025 - PUMA reprises its partnership with British tannery Charles F. Stead, once again centered around one of PUMA's most enduring icons, the Suede.

Named for its signature upper and celebrated for its nostalgic colorways, the PUMA Suede is now reimagined with a premium execution in collaboration with the maker of renowned English suede leathers.

For this second drop, the Suede is pared back into one of its purest and most pristine expressions, featuring original detailing and rendered in three elegant and vibrant colorways: "Honey Butter," "Persian Blue," and "Orange Glo." The latter edition evokes

a famous Knicks-orange colorway created specially by PUMA for the Suede's one-time namesake, the ever-stylish Walt "Clyde" Frazier Jr.

Since 1825, Charles F. Stead has crafted premium suedes known for their soft, natural feel. A meticulous tanning process sets their materials apart as some of the finest in the world. Commemorating the handshake between the two brands, each pair comes with a special Charles F. Stead hang tag, crafted from the same material as the upper.

The PUMA x Charles F. Stead Suede is available starting September 1, 2025, from PUMA.com, PUMA flagship stores, and selected PUMA stockists.

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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.