

## PRESS RELEASE

### PUMA UNVEILS FIRST COLLABORATION WITH AHLUWALIA, REIMAGINING THE ICONIC SUEDE



**Herzogenaurach, October 1<sup>st</sup>, 2025** – PUMA announces its first-ever collaboration with London-based designer Priya Ahluwalia, reimagining the iconic Suede through her distinctive design lens. The partnership began in September 2024, when Ahluwalia returned to the international

spotlight, and further strengthened during London Fashion Week, where she featured PUMA's Speedcat on the runway.

Creative Director Priya Ahluwalia's research for the collaboration began with an exploration of photography and books about sport from the Global South. The resulting trainer features dynamic curves and a subtle ombre gradient metallic-effect midsole. A monotone black and silver palette gives the silhouette universal appeal, while the TPU Formstrip and mudguard overlays add a modern, functionalist edge. Co-branding appears on the shoe's tongue and Suede tab, and the collaboration arrives in custom packaging. A friends-and-family version is also available in a triple-white execution.

"The Suede has meant so much to so many cultures over the decades, from Hip-Hop to skateboarding to streetwear. For my first trainer collaboration, I wanted to honour that history while infusing it with Ahluwalia's design language, exploring texture, function, and detail in a way that feels both familiar and completely new," says Creative Director, Priya Ahluwalia.

Supporting the collaborative PUMA Suede, the campaign shines a light on the silver linings in our day-to-day lives, told through a series of character-driven short films that celebrate real people and real moments.

As part of the broader partnership, Ahluwalia and PUMA have also launched a mentorship initiative to support the next generation of creative talent. Open to filmmakers, fashion designers, and multidisciplinary storytellers aged 18–25, the program offers participants the chance to gain expert guidance, industry insights, and increased visibility within the creative sector.

The PUMA Suede by Ahluwalia will debut in a pre-release on October 1 through Ahluwalia.world, ahead of a global launch on October 4, 2025, at select PUMA retailers.

Since it was first released in 1968, the Suede has been on an extraordinary journey, traversing through hip-hop and skateboarding culture, before becoming a timeless street style staple, the Suede has been reborn again and again. Today, it continues to evolve, being reinterpreted and redefined through collaborations with visionary partners, cementing its place as a classic for a new generation, with much more to come.

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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.

## **AHLUWALIA**

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Founder and Creative Director, Priya Ahluwalia, launched her eponymous multi-award-winning label in 2018, after graduating from the MA Menswear course at the University of Westminster. The label combines elements from the designer's dual Indian-Nigerian heritage and London roots, and explores the potential of vintage and surplus clothing by giving existing materials new life through textile techniques. Ahluwalia is informed by art, music, literature, and culture across the African and Asian diasporas to create an intersection between near and far, and past and present, making Ahluwalia both nostalgic and futuristic at the same time. Ahluwalia is deemed as a pioneer in the fashion industry and is regularly featured in the press from all over the world, from the New York Times and i-D to Vogue and many more. Ahluwalia is available in renowned stores worldwide and on Ahluwalia.world.

@Ahluwalia | Ahluwalia.world