



PRESS RELEASE

PUMA X REPRESENT: A MINIMALIST ODE TO BRITISH FOOTBALL CULTURE



Herzogenaurach, 7th October 2025 – PUMA and Represent's latest collection is a love letter to the world of British football culture, reinterpreted through PUMA's archive of timeless sportswear silhouettes.

Arriving on the heels of a special PUMA x Represent Speedcat that dropped in September, the new pitch-inspired lineup spans both footwear and apparel, highlighted by reimagined icons such as the King Indoor, alongside refined essentials like the T7 Knit Jacket, all rendered in Represent's signature natural palette.

Infused with the spirit of terrace style, the collection balances streetwear sensibilities with subtle nods to match-day heritage. Standouts include a utilitarian anorak-inspired Jacket with a prominent front pocket and half-zip closure, cut from robust twill, and a sleek black Bomber with a shirt collar and the script logo embroidered across the chest and back. The T7 Jacket arrives in an elevated knitted construction, upgraded with branded zipper pulls and tonal detailing. Understated pants round out the collection's head-to-toe offerings.

Accessories extend the story, with a collaborative sling bag providing pitch-side practicality and a baseball cap offered in two versatile colorways, both featuring the collection's distinctive script logo.

Rounding out the collection, footwear icons like the Super Team and King Indoor are elevated with minimalist design language and meticulous detailing. The stripped-back Super Team features debossed branding and a seamless upper, while the King Indoor arrives in premium suede, complete with Represent's debossed mark on its unmistakable lace shroud, a subtle tribute to football's enduring style both on and off the field.

PUMA x Represent is available starting October 11th, 2025, from PUMA.com, PUMA flagship stores, and selected PUMA stockists.

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PUMA

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