



## PRESS RELEASE

# PUMA X SAYSKY RETURN WITH DROP 2, CELEBRATING THE UNSUNG HEROES WHO POWER EVERY RACE

- Following a hugely popular first collaboration, PUMA and SAYSKY has revealed their next collection for AW25
- The PUMA x SAYSKY AW25 collection includes a bold new apparel range, plus a limited-edition release of the much-hyped Fast-R NITRO™ Elite 3
- Collection to launch globally on 24 October 2025, 11:00 AM CET

**Herzogenaurach, 10 October 2025**

PUMA and Copenhagen-based running brand SAYSKY have unveiled the second drop of their highly sought-after collaboration, a bold fusion of performance and culture that celebrates the power of the pack.

The AW25 collection combines SAYSKY's street-meets-sport style with PUMA's advanced running technology. Clean lines, premium materials, and bold graphics define the range, while sculpted silhouettes and striking prints convey strength, focus, and collective momentum designed for runners who move stronger, together.

Rooted in unity, the PUMA x SAYSKY AW25 collection is inspired by the tribe: the shared energy, the unspoken encouragement and the collective push that drives runners forward.

Nicklas Korsholm Fenger, Chief Marketing Officer at SAYSKY, said: "For this second collaboration between PUMA x SAYSKY, we pay tribute to the people behind every runner - the unsung heroes who sacrifice their time so that you can have yours. This is our way of saying thank you - to the ones in the background, in the crowd, and at home. Because running might look like a solo act, but we never reach the finish line alone."

At the heart of the collection are three PUMA footwear innovations designed to match every stride and surface:

- **PUMA x SAYSKY Fast-R NITRO™ Elite 3:** Engineered for explosive race-day speed, the FAST-R 3 is PUMA's most advanced running shoe yet—data-backed, lab-tested, and

built to push limits. The limited-edition PUMA x SAYSKY colorway features a striking graphic that flows seamlessly across the shoe in autumn-inspired tones, symbolizing unity and collective energy.

- **PUMA x SAYSKY Magnify NITRO™ 3:** Built for long-haul comfort, the Magnify 3 delivers cushioning and support for runs where softness matters most. The PUMA x SAYSKY edition features a warm white colorway with co-branded detailing on the midsole.
- **PUMA x SAYSKY Velocity NITRO™ 4:** A versatile go-to for daily miles, Velocity 4 can withstand, deliver, and surpass expectations for any runner, no matter the time or the distance. The PUMA x SAYSKY colorway of this award-winning franchise features a speckled midsole with co-branding.

Complementing the footwear lineup is a premium apparel range designed to move seamlessly from race to recovery. Built for personal bests or supporting from the sidelines, each piece is travel-ready, training-tested, and crafted to combine performance with bold expression.

Casey Martinelle, Teamhead Graphic Design Run/Train Apparel at PUMA, described the collection: “This capsule tells the story of collective community and the support we surround ourselves with that push us forward. As a team, we push beyond limits, and as a community, we turn ambitions into reality. The graphics and designs represent team endurance - a uniform that binds, a print that unites, and a reminder that no one runs alone.”

The PUMA x SAYSKY collection is a reminder that running and race weekend is about much more than the finish line. It’s about the people who help you get there. From early-morning training partners to families lining the course, it celebrates connection, resilience, and the supporters who fuel every stride. While the run may be yours, the journey is never taken alone.

The PUMA x SAYSKY collection launches globally on 24 October 2025 at 11:00 AM CET, and is available to purchase on PUMA.com, SAYSKY.com, in PUMA Flagship stores and in select retailers across North America, Europe, Latin America, Asia, Australia, the Middle East, and Africa.

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## PUMA

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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.