

JIL SANDER



PUMA COLLABORATION
MILAN, OCTOBER 2025

In 1998, following a visionary moment that helped shape the sneaker industry, JIL SANDER partnered with PUMA to reimagine PUMA's iconic football lace-ups as luxury leather sneakers. What began as an elevated take on a classic evolved into a multi-collection collaboration that seamlessly blended the worlds of luxury and sports. That bold move, launched during a time of cultural transformation, changed the industry for good, and is still influential to this day, having set a lasting tone in the sneaker world: unassuming, refined, and ahead of its time.

Almost three decades later, JIL SANDER, now under the creative directorship of Simone Bellotti, and PUMA reprise their dialogue, further exploring their shared values, rooted in pureness, precision, and purposefulness.

This journey begins with the revival of the iconic KING AVANTI football silhouette, known for its distinctive flap and clean lines. The new style is made in premium leather, with the JIL SANDER logo in golden foil and the tongue flap with the PUMA logo on top and the JIL SANDER logo on the inside.

As a house based on the power of heightened simplification, and the energy released by the contrast of strictness and lightness which is a core principle for Simone Bellotti, JIL SANDER uses repetition as an affirmative act in which nothing is ever the same, and through ongoing refinements meaningful progress is ignited.

Decades later the conversation with PUMA is rekindled right where it was left, with the idea to further expand it.

Available in navy blue and in a limited quantity, the unisex sneaker will be exclusively distributed worldwide in selected JIL SANDER stores and on jilsander.com starting from 14th October 2025.

This first drop is part of an ongoing program. The second instalment is scheduled for March 2026.

ABOUT JIL SANDER

JIL SANDER is the epitome of modernity and sophistication. Its unconditional dedication to design combines elegance and purity with innovative materials and exceptional quality. The refinement of cuts, the play on contrasts, and the perfection of details give form to an approach to fashion defined by deliberation, rigour, and artistry.

Under the Creative Direction of Simone Bellotti since March 2025, the Milan-based brand presents collections for women and men including ready-to-wear, shoes, handbags and accessories.

The brand was established in 1968 by Mrs. Jil Sander and it was acquired by the OTB Fashion Group in 2021. JIL SANDER is present worldwide through its network of around 80 boutiques and JilSander.com, as well as available in selected multi-brand retailers.

ABOUT 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.