



## PRESS RELEASE

### CHILDHOOD DREAMS: PUMA HOOPS AND KYLE KUZMA CO-CREATE COLLECTION MADE WITH MORE SUSTAINABLE MATERIALS

**SOMERVILLE, Mass. – November 14, 2022** – PUMA Hoops and Washington Wizards forward and entrepreneur Kyle Kuzma, have co-created a collection which includes styles made with more sustainable materials such as recycled and plastic-free fabrics and takes inspiration from Kuzma’s youth and early basketball aspirations.

The collection, Childhood Dreams, was created in collaboration with Kuzma’s fashion and lifestyle brand of the same name in which he serves as founder and creative director. The collection combines nostalgic nods to the ‘90s —from color blocking to cargo pockets—with more sustainable fabrics and dye practices. Apparel pieces in the collection are made using plastic-free RE:Place fabrics or at least 20% recycled materials.

In addition, PUMA will donate \$10,000 to One Tree Planted in an effort to provide 10,000 trees to a project in Kuzma’s home state of Michigan. This donation connects to Kuzma’s belief that a better future blossoms by planting the seed. It’s this optimism rooted in action that’s inspired Kyle Kuzma to create his Childhood Dreams collection with PUMA.

The Childhood Dreams collection consists of apparel and footwear including: the **Childhood Dreams Hoodie, Childhood Dreams Cargo Trouser, Childhood Dreams Varsity Jacket, Childhood Dreams Ralph Sampson Mule** and more. The collection, which retails for \$40-\$250 will be available starting November 18 on PUMA.com, the PUMA mobile app and at the PUMA NYC Flagship Store.

As part of PUMA’s Forever Better sustainability strategy, the company aims to increase the proportion of more sustainable raw materials in its products. This includes committing to sourcing cotton, polyester, leather, down feathers, and cardboard from certified sources and increasing the percentage of recycled materials throughout its product range.

## **Childhood Dreams Product Details:**

### **CHILDHOOD DREAMS RALPH SAMPSON MULE**

An iconic style gets the slip-on treatment in the Childhood Dreams Ralph Sampson Mule. This easy on-off backless design features a suede upper and sand-hue rubber midsole, adding a chill vibe to any look. Exposed stitching and a triangular tongue patch that boasts the collection name are elevated accents. So, step in and kick back.

### **CHILDHOOD DREAMS HOODIE**

With bold, tattoo-like lettering over a rendering of children, who represent the future of a more sustainable world, the Childhood Dreams Hoodie makes a stylish and sustainable statement from every angle with its plastic-free French terry fabric. Three curved PUMA cats create a circular emblem at the chest, while a double band arm detail and kangaroo pocket add a utilitarian twist.

FOREVER BETTER: Made with plastic-free French terry as a step toward a better future.

### **CHILDHOOD DREAMS SS TEE**

Three curved PUMA cats create a circular emblem at the chest of the Childhood Dreams SS Tee, while a larger graphic—complete with arched arrows—on the back makes a bold statement about being green. Literally.

### **CHILDHOOD DREAMS PANT**

A streamlined style with understated branding, the Childhood Dreams Pant serves as a versatile base to many a fit with its clean and contemporary aesthetic. Made from plastic-free French terry and featuring an elastic-free hem, this elevated must-have walks the line between sporty and sophisticated while also being more sustainable.

FOREVER BETTER: Made with plastic-free French terry as a step toward a better future.

### **CHILDHOOD DREAMS LONG SLEEVE**

Featuring the collection name in a curvy font atop classic PUMA branding, the Childhood Dreams Long Sleeve exudes a slightly psychedelic, 3D vibe. The classically cool crewneck offers a laid-back look with its soft color palette.

### **CHILDHOOD DREAMS CARGO TROUSER**

Featuring a cool utilitarian vibe, the Childhood Dreams Cargo Trouser puts a contemporary spin on a classic pant style. Those ubiquitous side pockets get a fashionable upgrade thanks to contrasting fabric blocking, while front seams create a pleated effect. Ankle tabs and a drawstring waist check the function box, while welt pockets are a sharp detail.

### **CHILDHOOD DREAMS SS TEE**

In a refreshing, water-inspired shade of blue, the Childhood Dreams SS Tee keeps things monochromatic with its bold teal typeface. A pop of orange contrasts the tonal T-shirt, which pairs perfectly with other pieces from Kyle Kuzma's conscious collection.

### **CHILDHOOD DREAMS VARSITY JACKET**

In a neutral color palette, the Childhood Dreams Varsity Jacket goes from sporty staple to elevated essential. With all the markings of the team-touting original, including a snap front, embroidered chest, and contrasting sleeve, collar, and hem, this reworked retro style is sure to be on heavy rotation.

### **CHILDHOOD DREAMS AOP SHORT**

Featuring an abstract camo-inspired print redone in palm leaves and a color block side panel, the reversible Childhood Dreams AOP Short puts a tropical spin on a pinnacle b-ball style. Vibrant coral trim adds to the beachy vibe. For a more minimalistic look, opt for the solid color side. A drawstring elastic waist stays true to the silhouette's sporty origins.

FOREVER BETTER: Made with 100% recycled material excluding trims & decorations as a step toward a better future.

### **CHILDHOOD DREAMS FZ HOODIE**

Featuring the collection name in a tonal green curvy font with a coral PUMA cat serving as the "R," the Childhood Dreams Long FZ Hoodie exudes a slightly psychedelic, 3D vibe. A full-zip front makes this brushed fleece staple the perfect layering piece, while a kangaroo pocket and drawstring hood are functional features.

FOREVER BETTER: Made with at least 70% recycled material as a step toward a better future.

The Childhood Dreams TRC Blaze Court will be worn by Kyle Kuzma in the upcoming NBA season and will be available for purchase later in 2023.

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## **PUMA**

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