

PRESS RELEASE



PUMA'S FANDOM COLLECTION CAPTURES VIBRANT SPIRIT OF SPORTS FANS AROUND THE GLOBE

Herzogenaurach, Germany; September 26th, 2022 – With the drop of its latest Fandom Collection, PUMA celebrates the vibrant fan culture of Accra, Ghana and showcases what football means to a new generation of fans everywhere.

To truly honor the inspiration for this collection – the fans themselves – PUMA accompanied Ghanaian football star Mohammed Kudus to his hometown of Accra, Ghana to shoot the Fandom campaign on location. The resulting imagery features real fans and players against the colorful backdrop of their city and captures the unbridled energy that explodes when passionate individuals are united by sport.

The Fandom Collection is as bold and bright as the new generation of football fans it pays tribute to. On the apparel side, tees in vibrant, off-beat colors feature all-over prints that catch the eye. Sweat and track suits range from essential black and grey styles to the edgier contrasting color blocks. But the signature detail that embodies the larger-than-life spirit of this collection is the oversized PUMA logo leaping off every item.

The footwear collection brings in the same fresh greens, pinks, and lavenders as the apparel, offering a fun new take on timeless silhouettes such as the Suede, CA Pro, Rider FV, and TRC Blaze. Overall, from its strategic pops of color to its splashy graphics, the Fandom collection has something for everyone, from adults to kids. Combining classic PUMA design with the flair and technology of today, these statement pieces are sure to become closet staples.

Mohammed Kudus, who plays for Ghana's national football team as well as Ajax, invited PUMA to see Accra through his eyes for the Fandom shoot. The project came to life as an origin story of sorts, a direct portal to the places that played a significant role in his sports journey and continue to represent the fan lifestyle in his hometown.

The Fandom Collection aims to capture that spark of authenticity and give a sartorial voice to the spirit of interaction and celebration that brings fans together around the world. This collection is available starting today in PUMA stores, PUMA.com and selected retailers across the globe.

#FOREVERFASTER

Media Contact:

Alberto Turincio, Global PR, Sportstyle – alberto.turincio@PUMA.com

PUMA

PUMA is one of the world's leading Sports Brands, designing, developing, selling, and marketing footwear, apparel and accessories. For more than 70 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 more than 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.PUMA.com/>