



**PRESS RELEASE**

## **PUMA HOOPS LAUNCHES LAFRANCÉ COLLECTION WITH LAMELO BALL**

**Somerville, Massachusetts – August 31st, 2023** – PUMA Hoops and LaMelo Ball are unveiling the LaFrancé Collection created in collaboration with LaMelo Ball's official lifestyle brand specializing in designer streetwear and sportswear. The PUMA x LaFrancé collection represents an elevated, luxurious twist for the PUMA brand, weaving in a dramatic, yet romantic, take to on-court and off-court fashion.

Taking inspiration from traditional French floral patterns, the debut PUMA x LaFrancé collection will feature fleur-de-lis graphics complemented by fluorescent slime and alien claw marks. Spanning 8 apparel pieces and two footwear styles including a limited MB.03 LaFrancé. This collection debuts the MB.03, LaMelo Ball's third signature sneaker with PUMA. The limited-edition MB.03 LaFrancé is the first of many MB.03 colorways on the horizon.

The limited-edition collection will set the tone and sole for the upcoming season. Fresh from the alien underground, this collection reflects designs inspired by Ball's special abilities that make him out of this world both on and off the court. The MB.03 LaFrancé is designed to look like it has been through an extreme journey, with claw marks and acid bath effects. In addition to the MB.03 LaFrancé, the collection also includes a RS-X LaFrancé for more of a lifestyle feel, and apparel including branded jersey, hoodie, shorts, jogger pants, and two graphic tees.

“I am excited to bring my two worlds together, PUMA and La Francé and unveil this collection to my fans which I helped design. The pieces in the collection are perfect for on and off the court style” said LaMelo Ball.

Set to launch on October 6th, 2023, The PUMA x LaFrancé collection, will retail for \$40-\$125 and will be available at PUMA.com, the PUMA mobile app, the PUMA NYC Flagship store and at Foot Locker, Kids Foot Locker.

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**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.**