



PRODUCT BRIEF



FIND YOUR FLOW WITH THE NEYMAR JR. CREATIVITY PACK

Herzogenaurach, Germany – March 9th, 2023 - PUMA has today launched the Neymar Jr. Creativity Pack, encouraging playmakers to find their flow, trust their instincts, show off their skills and go create. The collection features the FUTURE NJR Creativity football boots, shorts, BB shorts, pants, football, graphic tee, training top, and long sleeve shirt.

Creativity knows no bounds and neither does Neymar Jr. who unlocks the potential in every moment on pitch, creating excitement in the stadium and raising the crowd from their seats. Inspired by the man himself, the FUTURE NJR Creativity football boot features splashes of color and fluid graphics, representing the joy, inspiration and creativity Neymar Jr. brings to the game.

Pushing the boundaries of what can be done on the pitch, the latest edition of the FUTURE features a FUZIONFIT360 dual mesh upper and integrates PUMA exclusive PWRTAPE technology to enhance support for a space-age adaptive fit, letting you play with or without laces.

Allowing athletes to unlock their creativity, the FUTURE also features engineered 3D textures at key contact zones optimized to enhance ball grip and control during passing, dribbling, and finishing. A further upgrade to the FUTURE is the new Dual-Density Motion System outsole with a split composition designed for ultimate traction and stability.

As a step toward a better future the upper of the FUTURE features at least 30% recycled materials.

Playmakers, go create. The Neymar Jr. Creativity Pack is available from March 9th at PUMA.com, PUMA stores and select retailers worldwide.

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Media Contact:

Luke Haidarovic – Senior Manager PR Teamsports – luke.haidarovic@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.
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