

## PRODUCT BRIEF



### THE RS-X EFEKT GRADIENT PACK IS THE LATEST CHAPTER IN PUMA'S RUNNING SYSTEM FRANCHISE



**Herzogenaurach, Germany; March 23<sup>th</sup>, 2023** – The new RS-X Efekt Gradient pack joins the classic PUMA RS franchise to spark this new season. The refreshed silhouette arrives in four curated editions that are tied together with gradient colorways: Navy, Sand, Black, and a Purple color scheme.

The silhouette itself is characterized by a technical feel, comprised of specialized overlays that lend the shoe its distinctive energetic look. The shoe's heel counter acts as a support element, as well as a utilitarian touch to the silhouette's upper. Creating the shoe's futuristic aesthetic, RS-X Efekt Gradient boasts overstated tooling, plus grippy rubber coverage on the outsole, while mesh components ensure the shoe remains light and breathable.

The PUMA RS-X Efekt Gradient pack is available starting March 23, 2023, from PUMA.com, PUMA stores, and selected accounts worldwide.

Note To Editors

The original RS franchise traces its origins to 1984 when PUMA endeavored to create a revolutionary new technology. The PUMA RS (Running System) was the world's first wearable sports product, and the world's first smart shoe. The RS's built-in computer aggregated data, translating it into metrics that allowed runners to become faster, more efficient, and more competitive.

Starting in 2018, the RS family has grown extensively, with the addition of new styles like the RS-X, RS-X3, RS-2K, RS-Fast, RS-Connect, RS-Dreamer, and more. Now for 2023, PUMA continues to expand on the RS legacy.

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