

PRESS RELEASE



JUUN.J

Korean Fashion Designer Juun.J Re-Imagines the PUMA Plexus Sneaker



Herzogenaurach, Germany – April 5, 2023 - PUMA's newest collaborator Juun.J re-envisioned the newly introduced PUMA Plexus sneaker, a progressive silhouette that signals a new design language.

A pioneer of South Korean fashion, Juun.J conveys modernism and structure through his distinct color palette and eye for shapes. Imagined through the lens of Juun.J's signature aesthetic, the Plexus is disguised under a functional, utility-inspired look that evokes high-end sensibilities.

The Plexus' distinctive closure and unique lace construction are complemented by a glossy black carabiner fastened to the upper. Void of any prominent logos or graphics, the collaboration features a subtly debossed logo sitting on the heel, and co-branding on the tongue. Juun.J's shadowy take on the Plexus is

completely wrapped in black, from the outsole to the laces, while recycled mesh comprises the shoe's sock liner.

The result is a powerful expression of both PUMA and Juun.J's DNA. The highly structural and modern sneaker endeavors to challenge established designs, and transcend the ordinary.

The PUMA x Juun.J Plexus is available starting April 8, 2023 from PUMA flagship stores and selected retailers such as END., KITH and UNDEFEATED.

Notes to Editors

Aspiring to become a future classic in the PUMA catalog, the Plexus is inspired by a seminal model from PUMA's archive, the Mostro. The Plexus launched in January in a striking "Elektro Green" color scheme, with additional colorways coming later in 2023.

#PUMAxJuunJ

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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 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>

Juun.J

Based out of Seoul, South Korea designer Juun.J has taken the fashion world by storm with his modern, innovative approach to design. In 2007, Juun.J debuted his eponymous label at Paris Men's Fashion Week. His work combines minimalism with structure and classic tailoring expertise with street culture influences. He is widely known for his aptitude for mixing street and fashion references, which he expresses through masterful tailoring, or "street tailoring" as the designer himself has phrased it.