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PRODUCT BRIEF



INTRODUCING THE PUMA FTBLCULTURE FANWEAR COLLECTION

Herzogenaurach, Germany, 1st November, 2023 — Global sports company PUMA has today launched the ftblCulture Fanwear Collection featuring custom lifestyle apparel to celebrate the upcoming Africa Cup of Nations. The bold and beautiful collection takes bespoke details from each of PUMA's African Federation Away jerseys and reinterprets them to create unique garments that bring to life the cultural iconography from each nation.

The iconography includes the lion jaws of Senegal, the elephant tusks of Ivory Coast, the pyramids of Egypt, the textiles of Ghana and zellige art of Morocco.

The Fanwear Collection for each Federation includes a ftblCulture Tee, ftblCulture Track Jacket and Pants, ftblCulture Hoodie, ftblCulture Sleeveless Tee, ftblCulture Shorts and ftblCulture Bucket Hat.

The PUMA ftblCulture Fanwear Collection is available at [PUMA.com](https://puma.com) and specialist retailers from November 1st.

REVEAL DATE: November 1st, 2023, 9:00am CET

GLOBAL ISD: November 1st, 2023, 9:00am CET

IMAGERY:

[PUMA AFCON Senegal Imagery](#)

[PUMA AFCON Ghana Imagery](#)

[PUMA AFCON Morocco Imagery](#)

[PUMA AFCON Egypt Imagery](#)

[PUMA AFCON Ivory Coast Imagery](#)

VIDEO:

YouTube Link: <https://youtu.be/2TRbmaTnZqA>

YouTube Embed Link: <iframe width="560" height="315"

src="<https://www.youtube.com/embed/2TRbmaTnZqA?si=6qBbXA080VHzILRs>" title="YouTube video player"
frameborder="0" allow="accelerometer; autoplay; clipboard-write; encrypted-media; gyroscope; picture-in-
picture; web-share" allowfullscreen></iframe>

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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.