



PALOMO

PRESS RELEASE

SERVING ON THE DANCE FLOOR: PUMA AND PALOMO SPAIN'S NEW COLLECTION IS HERE



Herzogenaurach, May 8, 2024 – PUMA introduces an all-new genderless collection in collaboration with Palomo Spain, a celebration of queer identities, '80s athletic culture, and the glitz of '70s roller disco, marrying Palomo's elegant essence with PUMA's heritage of sportswear.

Inspired by the nostalgic allure of a sporty icon from the '70s, the latest PUMA and Palomo campaign offers a peek behind the scenes of an advertisement shoot. Set within a studio reminiscent of Hollywood's golden era, the backdrop merges seamlessly with the narrative. Bathed in perfect lighting, models exude effortless charm as they rehearse their movements gracefully juxtaposed against the shadowy figures of production staff.

The collection embodies a fusion of retro flair and contemporary touches with premium fabrics, distinctive logos and trims, and a rich color palette of warm tones. Key pieces include the hybrid Nitefox Loafer alongside a fresh take on the classic Palermo silhouette.

PUMA and Palomo's apparel offerings start with the T7 Track Jacket and Track Pants in Warm White and Teak, constructed from a premium knitted jacquard fabric, reminiscent of previous PUMA x Palomo collaborations. Carefully crafted with modern machinery, the matching Top and Shorts feature a unique pattern that evokes traditional artisanal techniques. The collection's Baby Tee is made from a supple French terry material, while the exclusive Graphic Tees showcase a custom crest created by PUMA and Palomo.

"I'm really excited about the knitwear. I love a white look. I think you can look like the smartest and most elegant version of yourself when you're fully dressed in white. The long pants and long-sleeved knitted tracksuit are delicious," said Alejandro Gómez Palomo, Founder and Creative Director of Palomo Spain.

For footwear, PUMA and Palomo reimagine the Palermo with asymmetrical color blocking in a coordinating Red hue. The collection also showcases a revamped version of the trail-ready Nitefox, now transformed into the Nitefox Loafer. This design combines a chunky sole unit with a traditional loafer upper adorned with tassel details and a sleek silver logo buckle.

Rounding out the accessories, the Visor continues the collection's tennis motif, while the Clutch renders PUMA and Palomo's knitted pattern in a passionfruit tone, with the Grip Bag coming in white with silver hardware.

The new PUMA x Palomo Spain collection is available starting May 11, 2024, from palomospain.com, [PUMA.com](https://puma.com), PUMA flagship stores, and selected PUMA retailers.

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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.