

PRESS RELEASE



AN '80S TERRACE LEGEND, THE CLASSIC PUMA PALERMO OG IS BACK

Herzogenaurach, Germany; July 7, 2023 - PUMA is marking the return of the Palermo, a terrace legend and a shoe that pays homage to the coastal capital of the island of Sicily.

After being teased by PUMA collaborator and ambassador Dua Lipa earlier in 2023, the Palermo OG is now set to make its official return. This storied low-top originally made its debut in 1980s football stadiums, where it was a staple amongst the terrace crowd.

PUMA's 2023 bring-back features the shoe's original blue-and-white colorway, complete with a retro T-toe construction, a classic gum sole, and the shoe's signature tag featuring PUMA lettering in gold. Lastly, PUMA's cat logo can be found on the shoe's heel.

The Palermo was originally part of a special series of sneakers created by PUMA that paid homage to some of Europe's most famous capitals, including London, Oslo, and many more. Part of PUMA's storied history, to this day, the Palermo's unmistakable DNA evokes a deep sense of football nostalgia.

As a tribute to the shoe's Sicilian namesake, the upcoming August drop includes two additional colorways, featuring vibrant schemes inspired by Palermo's iconic fruit vendors, known locally as fruttivendolo.

The PUMA Palermo OG is available starting July 7, from PUMA.com, PUMA flagship stores, and selected PUMA stockists.

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