

PRESS RELEASE



NOAH AND PUMA'S NEW DROP IS SIMPLY WELL-SUITED

Herzogenaurach, November 13, 2023 – Noah and PUMA introduce the third chapter of their ongoing partnership, comprising a new collection of cut-and-sewn apparel made by PUMA exclusively for Noah, as well as new footwear. For the first time, Noah and PUMA also introduce suiting, in the form of a made-in-Italy blazer and trousers set.

Inspired by classic sports silhouettes and winter essentials, the premium apparel collection is locked down by earthy and neutral tones. The range features a Jacquard Polo with Super PUMA and embroidered logos, an insulated Quilted Jacket made from water-repellent nylon canvas, and made-in-Portugal Twill Pants, all elevated with thoughtful detailing throughout. Accessories include a jacquard Scarf with Super PUMA motif, a merino wool Ski Beanie, and a Corduroy 5-panel.

The collection's showpiece is a two-piece suit made by Noah exclusively for PUMA. Made in the Italy by Fox Brothers, the suit is a 90% wool and 10% cashmere blend, featuring a custom Super PUMA jacquard lining in 100% viscose, genuine horn buttons, and a custom PUMA lapel pin. Noah's Brendon Babenzien created the suit as a play on PUMA's iconic T7 tracksuit.

"When you find those relationships where people are open-minded and are interested in trying new things, it resonates with what you believed it would be. When you have a partner like PUMA who says yes, you're thrilled", said Noah co-founder, Brendon Babenzien.

For footwear, Noah and PUMA bring back the Suede Classic Velcro in two colorways. The collaborative sneakers arrive in "Camel" and "Navy" options, both featuring two Velcro closures adorned with gold PUMA lettering, a perforated PUMA Formstrip, and Noah's cross logo stamped on the heel.

The latest from PUMA x Noah is available starting November 17, 2023, from noahny.com and Noah stores, and selected accounts worldwide, while Noah and PUMA's made-in-Italy suiting will be exclusively available from Noah stores and Dover Street Market.

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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.