



## PRESS RELEASE

### PUMA'S PERFORMANCE-INSPIRED V-S1 TAKES OVER THE STREETS



**Herzogenaurach, 9<sup>th</sup> July, 2025** – Performance football design and street style meet head-to-head.

Bold silhouettes inspired by the world's favorite sport are taking over the streets. Starting the lineup, PUMA's new V-S1 is a low-profile, future-forward design pulled straight from the pitch and reworked for the city.

The recently introduced silhouette is one of PUMA's formidable and most authentic expressions of football DNA, remade for the lifestyle space. The V-S1's pitch-inspired look borrows and interprets visual elements from two 2000s-era performance designs: the V1.06, and V1.08. Defining the silhouette is its low-profile shape, asymmetrical lacing, and unmistakable performance accents like its structural heel cage.

The V-S1 launches in two championship colorways: a distinct Gold makeup, paired with a clean White-Silver rendition.

As streetwear continues to pull from the energy of the beautiful game, as well as local-minded style codes that intertwine street style with community, PUMA designs like the V-S1 become more than sneakers, but symbols of new movements and emerging identities.

The new PUMA V-S1 is available starting July 12, 2025, from PUMA.com and selected PUMA stockists.

### **About the PUMA V-Series**

In the 2000s, PUMA's V-series of football boots evolved performance design in leaps and bounds. Short for "velocity," the V1 helped establish a new category of ultra-light boots that let players move faster. This innovation was in part thanks to Schoeller ConTec, a tough, paper-thin fabric just 0.4mm thick. Borrowing from motorsports, PUMA then added carbon fiber sole plates, creating a new standard for lightweight design. On the back of additional PUMA footwear designs that are entrenched in the terrace footwear trend, plus throwback silhouettes like the Avanti and King Indoor, the time was right for PUMA to reintroduce the V-series to return to the spotlight, in an entirely new way.

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#### **PUMA**

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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.