



## PRESS RELEASE

### PUMA's Voices of a RE:GENERATION offer a transparent view of the brand's supply chain

**Herzogenaurach, April 23, 2024** - Sports company PUMA has given its "Voices of a RE:GENERATION" and two journalists unfiltered access to some of its supplier factories in Bangladesh, Vietnam, and Turkey. Their experience is unveiled today through a video series providing insights into the social and environmental aspects of PUMA's supply chain.

Launched in April 2023, PUMA's [Voices of a RE:GENERATION initiative](#), provides four Gen-Z 'Voices' with access to the brand's sustainability practices. In doing so, these 'Voices' have been helping PUMA to engage and translate sustainability in a meaningful way with the next generation, sharing new perspectives, insights, and suggesting improvements along the way. In 2023, three of the 'Voices' visited some of PUMA's manufacturing partners to learn about PUMA's supply chain whilst experiencing the complexities and progressions of sustainability-at-scale. To improve education and transparency around the topic, PUMA gave each 'Voice' the opportunity to capture and share unfiltered footage of their experiences. Commenting, Anne-Laure Descours, Chief Sourcing Officer at PUMA, said: "PUMA has a long history of reporting on our sustainability performance, but it is more important than ever to engage younger generations in sustainability decisions. We hope that by inviting our 'Voices' to experience our supply chain we're able to share

the genuine progress and passion that our suppliers have invested as well as the realities and challenges we face in our efforts to improve.”

The video series created by the ‘Voices’ Luke Jaque-Rodney, Jade Roche and Andrew Burgess captures some of the social and environmental aspects of the garment industry, shedding light on themes such as working conditions, fair wages, textile waste and resource efficiency. Through the visits, the ‘Voices’ witnessed the production processes and engaged directly with factory owners and garment workers to gain insights and address industry perceptions. The ‘Voices’ also offered their feedback to PUMA, providing valuable input for improvements. Luke and Jade documented their experiences at PUMA’s tier 1 and 2 apparel and footwear suppliers including DBL Hamza Textiles Ltd, DBL Jinnat Knitwears Ltd, and Urmi Fakhruddin Textiles Ltd in Bangladesh, as well as Dai Loc Shoe Corporation and Alliance One Apparel Co., Ltd in Vietnam. During the visit they explored sustainability initiatives implemented by PUMA’s manufacturing partners, such as building relationships with unions, fair price shops, childcare facilities, machinery upgrades and more. The ‘Voices’ were accompanied by Anne-Laure Descours, Chief Sourcing Officer at PUMA, Veronique Rochet, Senior Director Sustainability at PUMA and two journalists with extensive field experience, providing the ‘Voices’ with a historical perspective on the garment industry.

Luke’s film, [‘Stitch and Spice’](#) provides a picture of working conditions within the garment industry through interviews with workers in Bangladesh and Vietnam. Jade’s films coined [‘MADE IN BANGLADESH’](#) and [‘MADE IN VIETNAM’](#) provide views of production in these regions, aiming to reshape existing perceptions through visual storytelling. Filmed at factories SLN Textile, ISKO and Fersan Tekstil in Turkey, Andrew, who was joined by Stefan Seidel, Senior Director Corporate Sustainability at PUMA, created videos sharing PUMAs efforts to scale up circular textile technology through the brand’s RE:FIBRE programme. The films by Luke Jaque-Rodney [@lukejaquerodney](#) and Jade Roche

[@ramennnnn](#) will be released on their social platforms and are available on [PUMA's website](#) and YouTube channels. Andrew's content is available on his Instagram [@wandythemaker](#). Aishwarya Sharma, PUMA's fourth Voice of a RE:GENERATION, will work on her project in 2024.

**To view the films please visit:** <https://about.puma.com/en/voices-regeneration/behind-factory-door>

**Media Contact:** [samantha.duplessis@puma.com](mailto:samantha.duplessis@puma.com)

## **PUMA**

---

PUMA is one of the world's leading sports brands, designing, developing, selling and marketing footwear, apparel and accessories. For more than 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 21,000 people worldwide, and is headquartered in Herzogenaurach/Germany.