



PRODUCT BRIEF



THE PUMA X BALR. COLLECTION

Herzogenaurach, Germany – December 1, 2020 – Global sports company PUMA has followed the recently released PUMA x BALR. capsule, featuring the FUTURE 6.1 football boot, Future Rider Lifestyle shoe and apparel collection with reimagined fresh takes on AC Milan, Manchester City, Olympique de Marseille and Borussia Dortmund jerseys.

The PUMA x BALR. collection features BALR. interpretations of each club's jersey, integrating the iconic home kit colors of each club into the stylish black jerseys. The collection is crafted using premium materials and unique designs, featuring hexagonal patterns bespoke to each jersey based on BALR.'s iconic branding, referencing the pattern found on footballs and football nets.

BALR. is known for its premium fashion, travel products and accessories, inspired by the lifestyle of professional football players. The PUMA x BALR. jersey collection combines the best of both brands, blending football performance and fashion into a sleek street-ready collection that bridges the intersection of football, culture and lifestyle.

The PUMA x BALR. collection is available from December 1st at PUMA.com, PUMA stores and select retailers worldwide.

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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 more than 70 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 more than 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany.
<https://about.puma.com/>

BALR

BALR. is a luxury lifestyle brand founded in 2013 by Juul Manders, Ralph de Geus and Demy de Zeeuw. Since its start, BALR. offers the life of a professional athlete when he steps off the pitch. With an extensive range of apparel, travel items, accessories and footwear the brand covers all aspects of the life of a BALR. The company