



## PRODUCT BRIEF

Dissemination Date: June 1<sup>st</sup>, 2021



### PUMA DROPS NEW NJR BRAZIL COLLECTION

**Herzogenaurach, Germany – June 1, 2021** – Sports company PUMA has today unveiled the NJR BRAZIL Collection featuring the FUTURE Z 1.1 NJR football boot, NJR apparel range and accessories in tribute to Neymar Jr.'s journey to the Copa América.

From the beaches of Santos to the biggest stage in South America. Football dreams come to life in the new NJR BRAZIL Collection.

The collection is inspired by Neymar Jr.'s proud heritage and love for his home country Brazil. The custom FUTURE Z 1.1, apparel range and accessories utilize Neymar Jr.'s signature PUMA logo and number 10 logo to create a vibrant all-over graphic print in Brazil blue, yellow and green. The custom font is inspired by the pichaço found on the streets of São Paulo.

The FUTURE Z 1.1 NJR has been crafted to enhance the playing style of the world's most entertaining player. Built around an adaptive FUZIONFIT+ compression band, the boot provides optimal lock-in and support for explosive movements. The upper is made of an innovative knitted material coated with a thin layer of GripControl Pro to provide superior touch and ball control. A cutting-edge Dynamic Motion System outsole has been developed for advanced traction to drive the opposition crazy.

The custom Brazil blue, yellow and green NJR graphic is displayed in a repeated pattern on both the sockliner and soleplate to create a beautiful tribute to Neymar Jr.'s beginnings. Additional personalization's are included on both boot laces. Printed on the right boot lace is 'Dream Chaser' and on the left boot lace 'Tudo Passa' (everything passes), two statements that hold great meaning to Neymar Jr.

The NJR BRAZIL apparel includes the Neymar Jr. Graphic Jersey, Neymar Jr. Shorts (blue and green), Neymar Jr. Tee, Neymar Jr. Training Pant, Neymar Jr. Hoody, all in adult and junior sizes and the Neymar Jr. Baseball Cap. The accessories include the Neymar Jr. ULTRA Light Strap, Neymar Jr. Backpack, Neymar Jr. Gym Sack and Neymar Jr. Fan Ball, Mini Ball and Graphic Ball.

The FUTURE Z 1.1 NJR is available from June 1<sup>st</sup> with the NJR BRAZIL apparel and accessories available from June 5<sup>th</sup> at PUMA.com, PUMA stores and select retailers worldwide.

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**REVEAL: June 1<sup>st</sup>, 2021, 9:00am CEST**

**FUTURE Z 1.1 NJR GLOBAL ISD: June 1<sup>st</sup>, 2021, 9:00am CEST**

**NJR BRAZIL APPAREL & ACCESSORIES GLOBAL ISD: June 5<sup>th</sup>, 2021, 9:00am CEST**

**IMAGERY:**

[NJR. BRAZIL Collection](#)

[FUTURE Z 1.1 NJR Product Only](#)

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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 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/>