

## PRESS RELEASE



**HARIBO**

### GOLDBEARS TAKE OVER THE NEW PUMA X HARIBO COLLECTION

**Herzogenaurach, Germany; May 20<sup>th</sup>, 2021** — A delicious new collaboration between PUMA and HARIBO brings to life a collection of footwear and apparel. For over 100 years, HARIBO has been celebrated worldwide for their delicious fruit gummies and licorice – and the debut of **PUMA x HARIBO** celebrates that tasty tradition.

For this collaboration the PUMA team explored the happy world of HARIBO, taking inspiration from the classic HARIBO Goldbears and the original HARIBO packaging, and infusing those to some of PUMA's classic silhouettes. Collection pieces are playful and candy-colored, with authentic cobranding and streetwise design details.

The collection, will be released worldwide in different drops throughout 2021, these include:

#### **DROP 1**

**Footwear** includes the **CA Pro** and **Street Rider**, coming in both adult and junior sizing.

##### **PUMA x HARIBO CA Pro:**

This classic PUMA style comes in a white leather upper with a gold heel overlay and piping. This version also coming with a HARIBO Goldbears hangtag and Goldbears branding near the heel.

##### **PUMA x HARIBO Street Rider:**

Inspired by HARIBO's Happy Cherries, the Street Rider comes in a bright red and green design. Details include a mesh upper with a translucent TPU overlay, a HARIBO Goldbears hangtag, and Happy Cherries branding on the midsole.

**PUMA x HARIBO apparel** includes graphic tees and shorts with PUMA and HARIBO co-branding, Goldbears, and gold accents. The AOP Tee includes a graphic print of alternating PUMA cats and HARIBO Goldbears.

#### **DROP 2**

This exciting second drop includes three colorways of the **Suede**, in adult, junior, pre-school and infant sizing.

#### **PUMA x HARIBO Suede:**

The classic **PUMA Suede** comes in three bright colorways inspired by HARIBO's Goldbears for this collection. They come in a classic suede tonal upper in red, green and yellow options. The design includes a translucent sole with a graphic Goldbears print, HARIBO branding on the heel, and a HARIBO Goldbears hangtag.

#### **DROP 3**

The **footwear** for the third drop includes more takes on the Suede with the **PUMA Suede Triplex** and **Suede Wn's Mix**, as well as the **RS-X3**.

#### **PUMA x HARIBO RS-X3**

The classic chunky **RS-X3** design from PUMA gets a bright transformation for the HARIBO collection. It features gold accents on the upper as well as bright splashes of color in red, yellow, and mint green. Design details include a translucent TPU layer formstrip with stitching details, a graphic print on heel piece, and a HARIBO Goldbears hangtag.

#### **PUMA x HARIBO Suede Triplex**

The **Suede Triplex** comes in a full suede upper in yellow with a triple formstrip in white with a TPU translucent top layer. This version includes the HARIBO slogan, "The Happy World of Haribo," printed on the midsole. The shoe also features a Goldbears graphic print on the FOT, silicon print branding on the tongue, and an extra set of laces.

#### **PUMA x HARIBO Suede Wn's Mix**

The **Suede Wn's Mix** comes in a suede material in yellow with yellow printed bears in an all over print on the lateral side and a different color on the medial side. Design details include a HARIBO Goldbears graphic on the FOT, two sets of laces, and a semi-translucent rubber sole with a graphic print on the outsole.

The third apparel drop continues with additional selections of tees and shorts, joined by hoodies, T7 track top and pants, again adorned with co-branded graphics.

The yummiest collection of 2021 will be available starting late May, with releases through the year on PUMA.com, PUMA stores and select accounts with retail prices ranging from 35 to 120 Euros.

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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. [www.about.puma.com](http://www.about.puma.com)

**HARIBO**

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HARIBO is the world's leading manufacturer of gummi products, most famous for its beloved Goldbears. Globally, the business employs nearly 7,000 Associates and operates 16 production sites in 10 countries. A family-owned business with a century long heritage, the company's founder, Hans Riegel, built HARIBO on a foundation of quality and delivering moments of childlike happiness through its products. Established in 1920, HARIBO is the acronym that comprises the founder's name and the city in which the company was born (Bonn, Germany): HAns Riegel BOnn. The company prides itself on making playful gummies that are meant be shared so our inner child can always experience joy through sweet treats. HARIBO global headquarters is in Graftschaff, Germany and its U.S. headquarters operates out of Rosemont, Ill. For more information, visit [www.haribo.com](http://www.haribo.com).