

PRESS RELEASE



PUMA BLENDS PERFORMANCE AND STYLE LIKE NEVER BEFORE FOR NEW LUXE SPORT COLLECTION

Herzogenaurach, Germany; September 17th, 2022 – In 1998, PUMA became the first sports brand in the world to dissolve the barrier between performance and fashion. PUMA collaborated with German minimalist designer Jil Sander to bridge sport and style, forging a partnership that was years ahead of its time.

Now, PUMA continues to disrupt with Luxe Sport, a collection that redefines the codes of couture, as witnessed in the ‘FUTUROGRADE’ show during New York Fashion Week where some of the collection pieces were featured.

At the core of the collection is PUMA’s iconic T7 tracksuit, which is re-envisioned like never before. Sharper silhouettes, exaggerated shapes, and monogram patterns show the T7 tracksuit in a brand new light, with select references taken from the free-spirited boldness of the ‘80s. PUMA’s exploration of cuts and themes results in eleven new interpretations of the T7, including the T7 Bodysuit, the T7 Blazer, and the T7 Oversized Puffer Jacket. PUMA’s Big Cat logo is transformed into a bold pattern that features throughout.

Accents like exaggerated zipper pulls are matched with oversized silhouettes and captivating color pops of teal, purple, and red, rendering a truly distinctive expression of sport and style.

PUMA Luxe Sport is a celebration of the T7, one of PUMA’s most iconic designs, but the collection is also a reminder that style rules can always be rewritten.

PUMA Luxe Sport is available starting September 17, 2022 from PUMA.com and select retailers.

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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/>