



PRESS RELEASE

DJ SNAKE CREATES A LIMITED RUN OF PUMA'S MIRAGE SPORT UNDER HIS 'PARDON MY FRENCH' BRAND

Herzogenaurach, Germany; January 31st, 2022 — Global sports brand PUMA and French DJ and record producer, DJ Snake, have designed a limited run of Mirage Sport under his 'Pardon My French' brand which will be available globally in early February.

The PUMA Mirage has been brought from the Archive and revamped with a new perspective on street style, this latest colorway designed by DJ Snake has an elevated and cleaner look, mainly due to its muted colorway.

"I've liked every single colorway we've released of the Mirage; they've been perfect for me because they matched the lights and energy of my shows, but I'm obsessed with an all-white sneaker," said DJ Snake when asked about the design process with PUMA. "I am really excited of the outcome, it's so minimal and exactly what I was looking for."

The white premium leather upper is contrasted with suede overlays, a decorative lace runs across the side with a toggle at the back. The translucent outsole reveals the "Pardon My French" logo on the bottom of the sneaker, which can also be found on the tongue and footbed.

The limited run of the PUMA x DJ Snake Mirage will be available starting February 5th in PUMA Stores, PUMA.com, 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. www.about.puma.com