



## PRESS RELEASE

### QUALITY, CRAFT, AND MINIMALISM: FREDDIE LJUNGBERG IN PUMA'S MMQ LINE

**Herzogenaurach, Germany; January 3<sup>rd</sup>, 2021** — Global sports brand PUMA is releasing the latest season of its **MMQ line**, continuing to focus on elevating sportswear classics with new materials, designs, and cuts. Like the previous seasons, MMQ's ethos of "Macht's mit Qualität," German for "Made with Quality," are maintained as the essence of line.

The **MMQ line** is inspired by minimal Scandinavian design sensibilities, featuring expert craftsmanship and elevated construction. It seems a natural fit that the latest face of the campaign hails from the region himself, PUMA ambassador, coach, and former professional footballer for Arsenal and Sweden, Freddie Ljungberg. As a true craftsman of his profession and high-quality sportswear enthusiast, he embodies the core values of MMQ on and off the pitch.

"To be successful, in my opinion, you need to have quality and you need to have sustained quality for a long time, and that's only by a lot of hard work," says Freddie. "We all strive to find quality in what we do."

This season, **MMQ** continues to provide a premium take on classic PUMA sportswear silhouettes through clean and minimalistic styles. Coming in a polished color scheme of grey, navy blue, dark green, and orange, the line offers a selection of tees, sweatpants, and hoodies, alongside a ripstop jacket and pants. These elevated items allow one to be both comfortable and stylish.

The latest **MMQ line** drops on PUMA.com, PUMA stores and select retailers.

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**PUMA**

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