

PRESS RELEASE



PUMA TECH: SHAPED BY THE FUTURE, MADE FOR THE WILD



With as much focus on preserving the present day through sustainable and conscious materials as facilitating our step into the future with technical builds, PUMATECH both protects and innovates.

Visible functionality defines an apparel line that is as prepared for the street as it is for the natural elements. Wherever you are, PUMATECH is built to last using fabrics like Sympatex and Primaloft as well as Grid Pattern technology.

Ranging from boundary-breaking outerwear to everyday staples, the collection presents a chance to build an entire wardrobe focused on style, functionality, and the future of our planet.

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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>