



PRODUCT BRIEF

MIRAGE TECH (381118 01)



The Mirage has been brought back from the PUMA archive and revamped with a new perspective on street style, using inspiration from the world of DJs and electronic dance music (EDM). The Mirage OG was first introduced over half a century ago, it was originally released as a lightweight track and field shoe and reissued as a jogging shoe in the 90's.

PUMA's **Mirage Tech** is part of PUMA's growing selection of Futro styles, a mashup of retro sneakers with futuristic inspiration. This revamped style features trippy colors, eye-catching materials, and futuristic elements taking inspiration from the lights, energy, and atmosphere of EDM shows.

The beat just dropped, so did Mirage Tech. Available starting February 22nd in PUMA Stores, PUMA.com, and select retailers worldwide with a retail price of \$XXX. Be on the lookout for additional colorways and new Mirage designs which will release throughout 2021.

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PUMA

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