



PRODUCT BRIEF

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PUMA UNVEILS THE NEW AFRICAN NATIONS HOME AND AWAY KITS – CRAFTED FROM CULTURE

PUMA presents the vibrant new African national team Home and Away kits. The kits proudly celebrate the heritage and culture found in each of PUMA's five African teams. Each kit features iconic national motifs re-contextualized into brilliant all-over graphics printed onto their fabrics.

EGYPT HOME AND AWAY KITS

Celebrating the richness and uniqueness of Egypt, the new Home and Away kits feature bold statement graphics inspired by Egyptian cultural identity.

Traditional hieroglyphic icons bring to life the timeless heritage of Egypt through unique all-over graphics featuring five symbols of national identity: the sun, the River Nile, the desert hills, the pyramids and traditional geometric patterns.

GHANA HOME AND AWAY KITS

The vibrant new Ghana Home and Away kits feature a pattern inspired by traditional Ghanaian tapestry, craftsmanship and design, paying homage to timeless Ghanaian creativity. The new kits reflect the intricate art of weaving, rich in detail and steeped in traditional beauty.

The Away kit features a color palette inspired by Black Star Independence Square found in the country's capital city, Accra.

SENEGAL HOME AND AWAY KITS

The new Senegal national team kits honor centuries of craftsmanship with bold patterns and vibrant colors drawn from traditional Senegalese textile making culture. Taking traditional printing processes through a modern filter bringing dynamism and vibrancy to the pitch.

IVORY COAST HOME AND AWAY KITS

The new Ivory Coast Home and Away kits celebrate the Federations 'Les Elephants' nickname with all-over elephant print graphics.

MOROCCO HOME AND AWAY KITS

The new Morocco Home and Away kits are inspired by Morocco's national craftsmanship and design tradition found in art and culture, recontextualized in an all-over geometric print graphic.

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 14,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.puma.com/>