



PRODUCT BRIEF



MADE FOR THE KING: PUMA CREATES COLLECTION FOR NEYMAR JR.

Sports company PUMA has created the Neymar Jr. collection featuring the Neymar Jr. PUMA KING and apparel range for its newest football ambassador Neymar Jr.

The iconic PUMA KING Platinum in black and white is the star of the PUMA x Neymar Jr. collection, with the signature NJR logo, which is integrated into the classic PUMA Formstrip. The boot is engineered with the latest in performance technology to provide enhanced touch and control benefits, made for the ultimate playmaker.

The super-soft, premium K-Leather upper is enhanced with 3-D 'touch' texture for added control. The locked-in fit is refined with a snug knitted tongue and the ultra-modern slim silhouette, combined with the super lightweight 'RAPIDSPRINT' outsole, makes it the fastest and lightest PUMA KING ever.

The apparel collection features the Neymar Jr. 2.0 logo tee, Neymar Jr. 2.0 track jacket and the Neymar Jr. 2.0 track pant, all in adult sizes. The junior collection consists of the Neymar Jr. 2.0 logo tee, Neymar Jr. 2.0 hoody and the Neymar Jr. 2.0 track pant.

The new Neymar Jr PUMA collection will be available from October 19th at PUMA.com, PUMA stores and select retailers worldwide.

Media Contact:

Luke Haidarovic – Senior Manager PR Teamsports – luke.haidarovic@puma.com

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/>