

PRESS RELEASE



KARSTEN WARHOLM SHOWCASES HIS FAVORITE PIECES FROM THE NEW PUMA X HELLY HANSEN COLLECTION

Herzogenaurach, Germany; November 6th, 2020 — Global sports brand PUMA and technical and performance brand Helly Hansen have partnered together for a third collection inspired by the arctic patrol, where the technical aspect of clothing becomes essential. Fellow Norwegian and PUMA athlete Karsten Warholm shows us his favorite pieces from this winterized collection.

“My favorite piece from the new PUMA x Helly Hansen drop is most certainly the jacket – it’s perfectly crafted to keep you warm. Trust me, I’m from Norway! The construction is just sublime, and all of the details are created for the toughest weather,” mentioned Warholm.

Karsten Warholm, current 400m hurdles World Champion, sports the **PUMA x Helly Hansen Tech Winter Jacket**, the perfect piece for a Nordic winter. The jacket is made for warmth and comfort with StormCELL technology to keep dry and comfortable, a high collar with a water repellent, 2-way full zip closure, and a packable facemask for better protection against cold weather conditions. The technical details of the jacket add convenience with flap pockets with reflective piping details and a mesh insert on front, a reflective hood that packs away into a pocket at the collar, an inside zip pocket with a loop for headphones and mesh pocket for storage solutions. The jacket is paired with PUMA’s own tie to the Nordics, the **Oslo-City x Helly Hansen**. A progressive take on a classic silhouette, the shoe features suede and leather overlays, reflective details, and a molded rubber toe cap, making it the perfect shoe for style and winter protection.

For over 140 years, Helly Hansen has been paving the way in professional gear for sports and workwear, both on land and at sea. Their performance ski and sailing gear is designed to endure the planet’s harshest environments, so adventurers can continue to explore, search, and discover no matter where they may be. The third season of **PUMA x HELLY HANSEN** takes inspiration from cold weather sailing and patrol gear. These highly technical, arctic-inspired designs have a futuristic look and feel, with stormCELL technology, polarized fleece, and reflective detailing. This unisex collection features winterized footwear, apparel and accessories.

Prepare yourself to brave the winter weather with the **PUMA x HELLY HANSEN** collection when it drops on **October 30th** on PUMA.com, PUMA stores, HELLYHANSEN.com, HELLY HANSEN stores and selected retailers globally.

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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/>

HELLY HANSEN

Founded in Norway in 1877, Helly Hansen continues to develop professional grade apparel that helps people stay and feel alive. Through insights drawn from living and working in the world's harshest environments, the company has developed a long list of first-to-market innovations, including the first supple waterproof fabrics more than 140 years ago. Other breakthroughs include the first fleece fabrics in the 1960s, the first technical base layers in the 1970s, made with Lifa® Stay Dry Technology, and today's award winning and patented H2Flow™ temperature regulating system.

Helly Hansen is a leader in technical sailing and performance ski apparel, as well as premium workwear. Its ski uniforms are worn and trusted by more than 55,000 professionals and can be found on Olympians, National Teams, and at more than 200 ski resorts and mountain guiding operations around the world. Helly Hansen's outerwear, base layers, sportswear and footwear are sold in more than 40 countries and trusted by outdoor professionals and enthusiasts around the world. To learn more about Helly Hansen's latest collections, visit www.hellyhansen.com.