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**PRESS RELEASE**

**PUMA HOOPS AND LAMELO BALL LAUNCH FIRST LIFESTYLE SHOE, LAFRANCÉ**

**Somerville, Massachusetts – April 26th, 2024 –** Calling all sneakerheads! PUMA Hoops and LaMelo Ball are unveiling their first-ever lifestyle shoe for LaMelo Ball. LaFrancé, created in collaboration with LaMelo Ball, gets its inspiration and name from his official lifestyle brand specializing in designer streetwear.

The LaFrancé silhouette represents a new take on Melo – an elevated, chunky street inspired take to off-court fashion fueled by his fierce flare and energy. Inspired by the chunky silhouettes of 90s and early 2000s skate footwear, the LaFrancé, silhouette is an off-court icon.

This supersized sneaker features exaggerated proportions, a chunky zig-zag lace closure, ultra-wide laces, and a well-padded tongue for ultimate comfort. “LF” and “La France” can be found inscripted on the mega tongue as well as imprinted into the latest silhouettes ultra-thick sole. The classic cup sole has been spiced up with floating ovals throughout, which are decorated with iconic graphics. Upper ovals on the midsole encapsulate design aspects of a butterfly, symbolizing Melo’s 1 of 1 lifestyle.

“If you know Melo, you know he does everything large. From the chain to the logos, to the car, dude’s living large! So, we had to come through with a silhouette to fit that profile. The skate inspired, chunky upper and cup sole felt like the obvious sweet spot for Melos first lifestyle shoe.” Says PUMA Hoops very own, Noah Bice, getting real on the latest shoe design.

The "Amour" colorway boasts a fiery red upper, a nod to the overstated aesthetics of Y2K skate culture. This is just the first of many LaFrancé, colorways to come, so stay tuned. Get ready to turn heads in your next tunnel walk with the LaMelo Ball’s LaFrancé.

Launching on May 17th, 2024, The LaFrancé, will accompany a few apparel pieces including graphic tees, a mesh tank, short, and track pant, retailing for $40-$110 and will be available at PUMA.com, the PUMA mobile app, the PUMA NYC Flagship store and at Foot Locker, Kids Foot Locker, Champs and select retailers worldwide.

**Media Contact:**

Katie Reed

PUMA Public Relations Manager, Basketball Global BU

Katie.reed@puma.com

**PUMA**

PUMA is one of the world’s leading sports brands, designing, developing, selling and marketing footwear, apparel and accessories. For 75 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 about 20,000 people worldwide, and is headquartered in Herzogenaurach/Germany.