



PRODUCT BRIEF

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PUMA LAUNCHES THE PUMA KING TOP DASSLER LEGACY IN HONOR OF ITS FOUNDER RUDOLPH DASSLER

Herzogenaurach, Germany – November 18, 2021 – Sports company PUMA has today unveiled a special-edition of the iconic PUMA KING with the stunning KING Top Dassler Legacy football boot. This season PUMA has reached for the archives and brought back the legendary version of the KING to honor PUMA founder Rudolph Dassler.

In 1948, Rudolph Dassler set out to create the fastest sports brand in the world. 20 years later, Rudolph applied this vision to a football boot and kicked off a dynasty, a never-ending pursuit of on-pitch excellence and elegance.

In tribute to Rudolph's days working as a laundry boy, a job that set him on the path toward founding the big cat, PUMA reissue the classic KING with laundry-inspired care labels, premium materials and gold metal charms.

The KING Top Dassler Legacy brings back the iconic KING fold over tongue and custom premium leather with the classic double stitching and silicone backing. The boot features a conical stud configuration with translucent tips and a lightweight outsole for superior traction. The slick white KING integrates gold accents and the original Dassler branding – celebrating a legacy of innovation and broken records. The Legend is Back.

Be legendary with the PUMA KING Top Dassler Legacy in White, Egg Nogg, Navy and PUMA Team Gold available from November 18th at PUMA.com, PUMA stores and select retailers worldwide.

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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/>