

PRESS RELEASE



PUMA HOOPS AND BREANNA STEWART UNVEIL THE STEWIE 1

*Breanna Stewart's debut signature basketball sneaker is
the first for a woman athlete in 12 years*

Somerville, Mass. July 8, 2022 - Today, Global sports company PUMA along with WNBA MVP and champion and Olympic gold medalist Breanna “Stewie” Stewart announced the upcoming Stewie 1, the first new women’s signature basketball sneaker in over a decade.

The Stewie 1 embodies Breanna’s fierce-yet-humble nature with its Quiet Fire colorway—a striking combination of neon yellow and contrasting black. The aggressive flame molding morphs into the calming ripples of water in the midsole showcasing the duality of Stewie’s game and personality, while a North Star-inspired upper captures the Forward’s brilliant talent and is a nod to her high school team.

Stewie’s signature sneaker is the latest in PUMA’s commitment to growing equality for women athletes. The brand officially launched a Women’s Hoops category in 2021 with iconic Creative Director June Ambrose and they’re continuing their progress through the division. In launching the Stewie 1, Breanna is taking the next step in inspiring a generation of young athletes to believe that a signature shoe is a possibility, no matter who you are or where you are from.

"Working with PUMA to craft the first women’s signature basketball sneaker in the last 12 years was an honor," said Breanna Stewart. "I hope that this is the first in a legacy of signature sneakers to come for women athletes across all sports and serves as inspiration for all young people that this, along with any achievement, is possible."

The Stewie 1 provides multi-zoned monomesh layers for targeted support, breathability and comfort along with NITRO Foam technology for superior responsiveness and cushioning while remaining lightweight, and a Molded Heel Counter for additional stability and lockdown marked with scars to represent Stewie’s two Achilles surgeries.

"Throughout her career, Breanna has always been a champion for athletes both on and off the court," said Adam Petrick Chief Brand Officer at PUMA. "A signature sneaker was long overdue, and our team at PUMA has been proud to work with her to see this come to life. Just as importantly, we are excited to see athletes of all ages, backgrounds and genders wearing The Stewie 1 as a reminder that equal representation and access is a must in sports."

An apparel pack consisting of nine items will also launch in tandem with the Stewie 1, inclusive of the Stewie Packable Jacket, Stewie Packable Snap Pant, Stewie Sports Bra, Stewie Shorts, Stewie Crewneck, Stewie Legging, Stewie Graphic Tee, AOP Graphic Tee, and Stewie Jersey.

Stewie's first product collaboration with PUMA – an apparel capsule titled Overdue – was unveiled in October 2021 as a teaser for what's to come.

The performance packed kick is unmatched on all fronts. Retailing for \$35-\$140, the Stewie 1 and accompanying apparel will be available this fall in North America on PUMA.com, at the PUMA NYC Flagship store and select retailers.

The PUMA Hoops roster includes WNBA athletes Skylar Diggins-Smith, Jackie Young, Katie Lou Samuelson and NaLyssa Smith.

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PUMA

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