



## PRESS RELEASE

### REDUCE. REUSE. REGENERATE. – INTRODUCING THE PUMA RE.GEN COLLECTION MADE FROM TEXTILE INDUSTRY WASTE

**Herzogenaurach, Germany; April 22<sup>nd</sup>, 2021**— Sports company PUMA is focusing on the theme of regeneration for its new RE.GEN collection. Inspired by the idea repairing or rebuilding something that's been damaged or lost, this dynamic collection of footwear, apparel, and accessories is constructed from PUMA's own industry waste and other recycled materials.

PUMA is committed to reducing its environmental impact and living up to its code of being “Forever Better.” RE.GEN is designed for this shared mindset; it's a modern collection that minimizes waste and makes an environmental statement through street style. It was created in an effort to reduce and regenerate textile industry waste. Apparel styles are made with recycled polyester or at least 20% recycled cotton. All footwear features a minimum of 20% recycled material on the upper.

Moving towards circularity, the RE.GEN collection incorporates three different kinds of recycled material: leather off-cuts from PUMA's own production, cotton off-cuts from the greater textile industry, and polyester made from recycled plastic. The result is a modern collection that celebrates and rethinks waste.

RE.GEN not only uses the recycling process to influence the creation of the product - it also takes inspiration from it through design features. An all-over print on items in the apparel line includes a unique pattern that's inspired by broken down plastic. Juxtaposing fabric mixes and unexpected cut lines appear throughout the collection, inspired by upcycling. Every piece features a recycled TPU badge and a label telling the product story. The pieces feature dynamic cutlines, fresh fabric mixes, and tonal colors.

Take a step towards a better future with the RE.GEN collection, dropping on PUMA.com, stores and selected retailers in two drops on March 18<sup>th</sup> and April 22<sup>nd</sup>.

To learn more about PUMA's commitment to sustainability, visit [PUMA.com/FOREVERBETTER](https://puma.com/FOREVERBETTER)

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#### PUMA

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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. [www.about.puma.com](https://www.about.puma.com)