



PRESS RELEASE

PUMA'S MOST ICONIC SHOE IS MADE FOR ALL TIME

Herzogenaurach, November 2nd, 2020 — Sports company PUMA is reissuing its most iconic shoe: The Suede. It made its debut in 1968 and has been changing the footwear game ever since.

This sleek sneaker has been a style staple for over 50 years, an icon of the past that continues to remain a classic of today and tomorrow. The Suede has a deep-rooted impact on society and culture. From Tommie Smith's protest on the victory stand during the 1968 Olympic games to Walt "Clyde" Frazier on the basketball courts in the 70's, to b-boy crews in NYC adopting the shoe a decade later, it's been worn by the icons of every generation – and it's stayed classic through it all.

PUMA has planned a series of new releases to support the relaunch of this classic style. The **Suede Classic XXI** comes in a variety of colors with a full Suede upper, the iconic PUMA Formstrip on the side, and a woven label with PUMA branding on tongue.

Be on the lookout for the shoe that's made to last for all time when the **Suede Classic XXI** drops on November 4th on PUMA.com, PUMA stores, and select retailers. Additional colorways and collaborations will be released worldwide during 2021.

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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. www.about.puma.com