



PRODUCT BRIEF



VALENCIA SPREAD THEIR WINGS WITH THE NEW PUMA HOME AND AWAY KITS FOR THE 2021/22 SEASON

Herzogenaurach, Germany – July 16, 2021 – Global sports company PUMA has today unveiled the new Valencia Home and Away kits for the 2021/22 season to be worn by the Men's, Women's and youth teams.

Valencia Spread Their Wings. Sparked by Valencia football folklore, PUMA breathes new life into a modern classic. Reinterpreting an iconic design from the 2003/04 season, the new Home kit weaves a striking new pattern into a white shirt with black sleeves to create an instantly recognizable graphic inspired by the Valencia bat.

Here Comes History. For the new season PUMA and Valencia reboot a historic away look. Used as the team's secondary color between the 1930's and 1980's, Rio Red makes a welcome comeback in the new Away kit. The retro style is invigorated by a futuristic all-over pattern drawn from the club's legendary bat symbol.

The new Valencia Home and Away jerseys combine 100% recycled polyester with advanced PUMA dryCELL thermoregulation technology to ensure uncompromising fit and mobility, keeping the athlete dry and comfortable. The jersey integrates an Ultra-light jacquard structure into the back of the jersey to enhance breathability during intense performance.

The new Valencia Home and Away kits are be available from July 16 at PUMA.com, PUMA stores and at 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/>