



Butter

PRESS RELEASE

CORDUROY, NOSTALGIA, AND VINTAGE INSPIRATION: NEW COLLECTION FROM BUTTER GOODS AND PUMA

Herzogenaurach, Germany; August 31st, 2021 — Global sports brand PUMA and Australian skate label Butter Goods will release a full collection of footwear and apparel after announcing their partnership earlier this summer. Taking inspiration from sports advertising in the late '90s and early 2000s, the collection is steeped in nostalgia.

The **PUMA x BUTTER GOODS** collection is all about an appreciation for vintage sports marketing. It harks back to the heyday of sporting clubs, vintage tennis teams, and bold '90s skateboard merch in a way that feels fresh and contemporary today. The collection embraces a cultural moment where across professional sportswear, vibrancy, personality and authenticity won out over clinical minimalism. Campaign images play on this theme and feature a '90s-inspired teen skateboarder's bedroom filled with kitschy items that bring about a sense of nostalgia and feel for the era.

The design direction is heavily influenced by the era in which Butter Goods' founders grew up skating in, full of bold colors, baggy cuts and technical fabrics and finishes. The designs take influence from the past but reinterpret them in a contemporary streetstyle approach. Mixed with PUMA's sport heritage and classic silhouettes, the collection combines premium materials and bold prints presented in a '90s inspired, multi-colored palette.

"When the opportunity to work with PUMA came about, we were so excited to work with a brand with such a rich history and deep archives," say Butter Goods' founders. "The most exciting thing about the design process is the discovery both for us as the people designing but also in the finished product for customer."

Classic PUMA footwear styles are included in the collection, with the **Slipstream**, one of PUMA's most iconic basketball silhouettes from the '80s, brought back in a leather upper with perforation detail. The sneaker comes in black and white options, with green nylon piping on the formstrip, a co-branded tongue, and suede detailing. Previously released in a cream colorway, the **PUMA x BUTTER GOODS Basket VTG** comes in two additional colorways with a unique corduroy upper, in blue and orange options.

The corduroy detailing continues across the apparel items in the collection, with a standout corduroy track top and pants, available in two colorways - an emerald green and cream style as well as a navy and orange option. The extensive apparel line further includes items like high quality sweats, graphic tees, and polos adorned with retro designs.

Founded in Perth, Australia in 2008, Butter Goods exists in a place where skateboarding and music collide and inspired by the different counter cultures that were born through those movements.

The **PUMA x Butter Goods** collection drops on PUMA.com, PUMA stores and select retailers on September 4th 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