A close up of a logo

Description automatically generated**PRODUCT BRIEF**

**TEAM HEAT: PUMA RELEASES FIRST-EVER PUMA X CLOUD9 KICKS**

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**Boston, Massachusetts, November 10, 2020** — Global Sports company PUMA has teamed up again with esports brand, Cloud9 for the latest collection featuring the debut of PUMA x Cloud9 footwear along with apparel and accessories. The full collection includes striking Cloud9 blue vibes mixed with bold PUMA designs.

A trio of PUMA footwear silhouettes appear in the collection, which include the Future Rider, RS-X and the AGF (Active Gaming Footwear). The Future Rider has a casual street style accented with Cloud9’s vibrant blue color throughout and a lightweight midsole for soft cushioning, while the RS-X boasts a bold and exaggerated silhouette with RS technology (short for Running System) and an ultra-cushioned midsole.

The Active Gaming Footwear features a sleek design that delivers seamless comfort, support and grip engineered to adapt to different active gaming modes with its sock-like fit.

All three styles were made for the casual gamer at home and for those who compete on the big stage, allowing gamers of all levels to be comfortable no matter what they’re playing.

The full PUMA x Cloud9 collection, which retails for $12-$120, will be available on PUMA.com, www.Cloud9.gg and at the PUMA NYC Store. Select items from the collection will also be available at Footlocker, amazon.com and Pacsun. Throw on the latest threads or lace up our first-ever Cloud9 branded kicks when they drop on November 12, 2020.

**Media Contact:**

Melissa Garbayo, PR, PUMA North America– [melissa.garbayo@puma.com](mailto:melissa.garbayo@puma.com)

**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](https://eur03.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.about.puma.com%2F&data=02%7C01%7Calyson.cohen%40puma.com%7Cc19ee2bae8b44ea247c008d86f6f5ee4%7Ccf404960c50f46d28bf3a3c957283b86%7C0%7C0%7C637381871429941183&sdata=Aogc1moNkanH2jzqilq%2B2kFTTAbjjxPOqe0WIId1Dzg%3D&reserved=0)