

PRESS RELEASE



→ FELIPE  
PANTONE

## FELIPE PANTONE BRINGS HIS INNOVATIVE APPROACH TO LIGHT, COLOR, AND SHAPES TO PUMA

**Herzogenaurach, Germany; June 4<sup>th</sup>, 2021** — Sports company PUMA and Argentinian-Spanish artist Felipe Pantone are coming together for a debut collaboration inspired by the artist's work, where elements from the past and future meet in a digitized version of the present.

Based in Spain, Felipe Pantone's diverse portfolio of work is united at the intersection of technology and fine art. Through an innovative approach to light, color, and shapes, his work represents how technology has altered our perception of the world. In the first ever **PUMA x FELIPE PANTONE** collaboration, he brings this digital aesthetic to life on apparel and footwear. The collection's progressive designs feature semi-translucent materials, gridded textures, and knitted elements. Futuristic gradient graphics and iridescent finishes give it a tech inspired look

"I wanted to create the perfect uniform for myself and my studio team, for work and after work," says Pantone. "The collection embodies the street look from doing graffiti on the street and the high-tech essence of my studio work."

The collection pieces play with Pantone's designs for a subtle yet bold look. With a gradient print on the midsole in a rainbow spectrum of color, the **Cruise Rider** has a bright look that is contrasted with a white mesh upper with leather and semi-translucent TPU overlays. The **Mirage Tech** has a more subdued look in an all-black design, using gridded textures and iridescent finishes to create a sleek look.

The apparel selection includes a wide range of tees, shorts, jackets, and pants, using simple silhouettes to allow Pantone's artistry to stand out. Graphics like "FP Studio" and "Open this side" are printed on pieces throughout the collection. Further details include use of bright colors, Pantone's signature gradients, and subtle co-branding.

Add a tech-inspired aesthetic to your look when the **PUMA x FELIPE PANTONE** collection drops on PUMA.com, in PUMA stores and selected retailers on June 5<sup>th</sup>.

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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](http://www.about.puma.com)