



READY FOR ANY WEATHER: NEW COLLECTION FROM PUMA AND HELLY HANSEN

Herzogenaurach, Germany; October 29th, 2020 — Global sports brand PUMA and technical and performance brand Helly Hansen have partnered together for a third collection inspired by the arctic patrol, where the technical aspect of clothing becomes essential. This unisex collection features winterized footwear, apparel and accessories.

For over 140 years, Helly Hansen has been paving the way in professional gear for sports and workwear, both on land and at sea. Their performance ski and sailing gear is designed to endure the planet's harshest environments, so adventurers can continue to explore, search, and discover no matter where they may be. The third season of **PUMA x HELLY HANSEN** takes inspiration from cold weather sailing and patrol gear. These highly technical, arctic-inspired designs have a futuristic look and feel, with stormCELL technology, polarized fleece, and reflective detailing. Key pieces include:

PUMA x Helly Hansen Tech Winter Jacket

- Reflective rubber collaboration graphic print on front
- StormCELL technology to keep dry and comfortable
- High collar with water repellent, 2-way full zip closure
- Water repellent reverse coil zip pockets on chest
- Flap pockets with reflective piping details and mesh insert on front
- Reflective hood that packs away in pocket at collar for a versatile look
- Packable facemask for better protection against cold weather conditions

PUMA x Helly Hansen Backpack

- Two-way zip opening into main compartment
- Shoe compartment with mesh insert for ventilation
- Adjustable and air mesh padded shoulder straps
- Padded back panel with air mesh detail
- Collaboration logo on front panel
- Sternum strap with whistle

Nitefox Boot x Helly Hansen

- Silhouette has trail inspiration mixed with current street fashion trends
- Techy feel with details like reflectivity, textured nylon and neon color pops
- Upper made of nylon and neoprene with matte rubberized texture overlays
- Buckle closure on the heel
- Rubber outsole

Oslo-City x Helly Hansen

- Progressive take on a classic silhouette
- Leather and suede overlays
- Reflective details
- Molded rubber toe cap

PUMA x Helly Hansen Polar Fleece LS Top

- Collaboration reflective badge on front
- Hood with reflective fabric overlay and drawcords for an adjustable fit
- Side panels with reflective piping
- Welt pockets on front for storage solutions
- Elasticated binding at cuff
- Reflective drawstring channel and bungee cords at hem

Prepare yourself to brave the winter weather with the **PUMA x HELLY HANSEN** collection when it drops on October 30th on PUMA.com, PUMA Stores, HELLYHANSEN.COM, HELLY HANSEN stores and selected retailers.

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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/>

HELLY HANSEN

Founded in Norway in 1877, Helly Hansen continues to develop professional grade apparel that helps people stay and feel alive. Through insights drawn from living and working in the world's harshest environments, the company has developed a long list of first-to-market innovations, including the first supple waterproof fabrics more than 140 years ago. Other breakthroughs include the first fleece fabrics in the 1960s, the first technical base layers in the 1970s, made with Lifa® Stay Dry Technology, and today's award winning and patented H2Flow™ temperature regulating system.

Helly Hansen is a leader in technical sailing and performance ski apparel, as well as premium workwear. Its ski uniforms are worn and trusted by more than 55,000 professionals and can be found on Olympians, National Teams, and at more than 200 ski resorts and mountain guiding operations around the world. Helly Hansen's outerwear, base layers, sportswear and footwear are sold in more than 40 countries and trusted by outdoor professionals and enthusiasts around the world. To learn more about Helly Hansen's latest collections, visit www.hellyhansen.com.