



MR DOODLE!

## PRESS RELEASE

### PUMA AND MR.DOODLE DEBUT NEW WINTER READY COLLECTION

**Herzogenaurach, Germany; November 4<sup>th</sup>, 2020** — Global sports company PUMA and artist Mr.Doodle have partnered once again to release a winter collection of apparel and footwear featuring Mr.Doodle's playful, signature designs. The doodled characters continue to discover the world of sports in this new unisex line, featuring a darker palette and clashing camo doodles with a focus on winterized items.

#### **PUMA x Mr.Doodle AOP Puffer Jacket**

- Clashing camo graphic all over print in grey and green with yellow accents
- Hood with drawcord for an adjustable fit
- Front welt pockets with snap button closure for secure storage solutions
- Elastic drawcord with stoppers at hem for an adjustable fit
- Wrist flaps with snap buttons
- Fleece pocket lining

#### **PUMA x Mr.Doodle Crew**

- Collaboration graphic print on chest
- Graphic doodle print on right sleeve and back
- Rib crew neck, cuffs, and waistband

#### **PUMA x Mr.Doodle Pants**

- Doodle graphic all over printed side panels
- Collaboration graphic embroidery on front and back
- Elastic waistband with external jacquard drawcord for customized comfort
- Front slip pockets and back zip pocket for secure storage solutions

#### **Sky LX x Mr.Doodle**

- Classic 1980's basketball silhouette
- Clean white leather upper with green doodle graphics on the formstrip
- Quirky details from the Mr. Doodle characters on the collar

### **DEVA x Mr.Doodle**

- Elevated sport-fashion silhouette inspired by rebellious punk attitude
- White leather upper with fun doodle graphics
- Black rubber midsole with a yellow accent

### **PUMA x Mr.Doodle Hooded Dress**

- Graphic all over printed hood and sleeve inserts
- Graphic print on front
- Hood with external jacquard drawcord for an adjustable fit

Sam Cox, an English artist better known as Mr.Doodle, discovered his love of scribbling and doodling at an early age – it has since evolved into not only a successful career, but an entirely new universe dubbed DoodleWorld.

Add a doodle to your look when the **PUMA x Mr.Doodle** collection drops on November 5<sup>th</sup> on PUMA.com, PUMA Stores and selected retailers globally.

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### **PUMA**

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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/>