



PLEASURES

PRESS RELEASE

PUMA AND PLEASURES ARE READY TO BURN RUBBER



Herzogenaurach, February 27, 2024 – PUMA and PLEASURES are back, reprising their creative partnership with a second full collection for 2024.

This latest drop carries over from PUMA and PLEASURES' first-ever seasonal offering in 2023, plus the previous Suede XL and Velophasis sneaker collaborations.

This time around, racing and punk motifs converge at the starting line to inform a range of cut-and-sew items, graphic shirts, accessories, two bold takes on the PUMA Spirex sneaker, and a new edition of the TS-01 slip-on.

Articulated apparel designs are injected with motorsport cues and engineered materials across a monotone color palette featuring bold neon pops. Following a “recipe for destruction,” the collection also comes with its own high-speed visuals created by PUMA and PLEASURES, with logo play mixed throughout. The matching Cellerator Track Jacket and Cellerator Track Pants are streamlined with track DNA, while streetwear essentials like the LS Tee and Graphic Tee come with curated graphics.

Accessories are highlighted by the Cap and Cross Body Bag which feature logo play across their designs. For footwear, PLEASURES reenvision the new Spirex silhouette, an asymmetrical design that takes cues from Y2K-era running spikes. PLEASURES’ versions feature two sleek, monochromatic colorways. PLEASURES’ covert take on the TS-01 features a padded quilt upper and buckle closure.

PUMA x PLEASURES Part Two is available exclusively from PLEASURESNOW.com starting on March 1, and from [PUMA.com](https://puma.com), PUMA flagship stores, and selected retailers starting March 2.

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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 75 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 about 20,000 people worldwide, and is headquartered in Herzogenaurach/Germany.