



## PRESS RELEASE

# PUMA AND “ONE PIECE” SET SAIL FOR ADVENTURE ON THE HIGH SEAS



**Herzogenaurach, March 19, 2024** – PUMA joins forces with the best-selling anime series of all time, One Piece.

Celebrating the 25th anniversary of TV anime “One Piece”, the partnership mixes classic PUMA streetwear and sports silhouettes with the island-hopping pirate adventure series.

Following Luffy’s quest to become the King of the pirates, the globally popular anime is depicted through graphic elements like pirate flags, as well as scenes and characters from the show that are used across T-shirts, Hoodies, and PUMA’s T7 tracksuit. Selected pieces feature PUMA’s wordmark, cleverly mixed with the One Piece logo. Bringing the

collaboration's story to life, the PUMA x One Piece accessories include the adventure-ready Backpack and Bucket Hat.

For footwear, the collection's four expressive PUMA Suedes are inspired by the Four Emperors: Straw Hat Luffy, Red-Haired Shanks, Blackbeard Teech, and Buggy the Genius Jester. Each of these figures is alluded to through elevated detailing like a cloud-shaped Formstrip representing Gear5 Luffy and scar-mark embroidery nodding to Shanks. Finally, custom packaging and special gold medallion hangtags come with each sneaker.

PUMA x One Piece is available starting March 23, 2024, from [PUMA.com](https://puma.com), PUMA flagship stores, and selected PUMA retailers.

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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 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.