



coperni

PRESS RELEASE

PUMA AND COPERNI SPEED THROUGH A FUTURISTIC UNIVERSE



Herzogenaurach, June 3, 2024 – PUMA and Coperni continue to build on their flourishing partnership with the launch of their first full collection for Spring/Summer 2024.

In January, the collaboration was kicked off with the visionary PUMA x Coperni 90SQR, a sculpted dress shoe that is engineered to the specifications of a performance football boot. Now, both brands introduce a comprehensive vision that fuses fashion with speed, inspired by the uniforms of elite athletes. Simple yet highly purposeful, the drop utilizes pinnacle materials and details, culminating in an innovative statement of style and sports.

The collection is highlighted by items like the Speedsuit, Bodysuit, Speed Dress, and Tights. Fluid lines and sleek cuts define the dynamic designs, which are fed from

Coperni's love of futurism. The range's Football Jersey features subtle Coperni and PUMA logos on the chest. Running through the collection, innovative touches like jacquard mesh and tactile heat-transfer accents feature alongside French flag detailing, acknowledging Coperni's heritage. Tones like white, black, and vibrant yellow build on the color schemes introduced with the first footwear drop. Accessories include a signature Coperni handbag in two sizes: the Medium Bag and Small Bag, both debossed with chrome foil and branded pull tabs.

PUMA and Coperni also introduce a collaborative version of the Speedcat, a silhouette from the world of F1 racing. The low-profile shoe's synthetic leather base is overlaid with a structural cage, while 3D-printed logo hits match co-branding on the tongue. Complementing the collection's apparel, the Speedcat Coperni comes in white and black.

The visuals for PUMA and Coperni's inaugural campaign embody themes of time and movement, showing the duality between stillness and motion. Two protagonists start their journey as individuals, forming a symbiosis to illustrate the creative fusion between both brands.

The PUMA x Coperni collection is available starting May 31, 2024 from Coperni stores, coperniparis.com and June 3 from PUMA.com and selected retailers.

Media Contact:

Alberto Turincio, PUMA Global Communication, Sportstyle – alberto.turincio@puma.com

Sandra Wedel, PUMA Global PR, Sportstyle – sandra.wedel@puma.com

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.