



PRESS RELEASE

PUMA LAUNCHES NEW ARTIST SERIES PLATFORM WITH MARTÍ SAWE



Herzogenaurach, January 11, 2024 – PUMA's brand new Artist Series launches with Barcelona-born Martí Sawe.

PUMA and Martí Sawe partner up for a special collection inspired by Sawe's love for graffiti doodles and classic streetwear. Sawe is best known for his extravagant paintings that fuse scribbles, virtuoso details, and flat geometric shapes that he mixes together in tangled compositions with vivid hues. The visual impact of Sawe's work reflects a confusing but sincere context, as the artist finds inspiration in any everyday detail. Inspired by these details, Sawe deforms them, repeats them, breaks them, and plays around with mistakes to achieve his own signature abstraction.

The collection comprises a series of graphic T-shirts and Long-sleeve Shirts, adorned with Sawe's signature doodles, colors, and characters.

PUMA x Martí Sawe is available starting January 6, 2024, from PUMA.com. PUMA flagship stores, and selected PUMA retailers.

About Martí Sawe

Spanish artist and illustrator Martí Sawe draws his inspiration from everywhere and anywhere, be it cartoons, plastic bootleg toys, or WhatsApp stickers. Born in Barcelona and trained at Escola Massana, Sawe eventually became a fixture in the city's graffiti scene, before co-founding Manson audiovisual studio. Following his first solo exhibition in New York City, Sawe embarked on his career as an artist, going on to show around the world in Brussels, Lyon, Tokyo, Amsterdam, and beyond.

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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.