



## PRESS RELEASE

# PUMA X KID SUPER SPORT CLUB: FASHION THROUGH THE LENS OF FOOTBALL



**Herzogenaurach, April 11, 2024** – PUMA's latest team-up with Colm Dillane, better known as KidSuper, brings the American artist's work to life through statement designs and modernized classics. Following previous releases, the partnership takes its inspiration from PUMA's football heritage, and Dillane's lifelong passion for the sport.

Reinterpreting PUMA's archival silhouettes through the lens of football, the fashion-forward, PUMA x KidSuper Sports Club collection brings pastel colorways and modern aesthetics into the form and function of sportswear, plus updated versions of the Velophasis and Palermo sneakers.

Featuring several matching sets, the distinctive range is elevated with garment dyeing, graphic jacquard knits, graphics inspired by the PUMA King, and patterned motifs created by KidSuper for PUMA.

Created in two colorways, the collection's cut-and-sewn Track Jacket and Track Pants feature accentuated color blocking, as well as embroidered details. Crafted with a jacquard knit process, the Knitted Jersey and Shorts feature bold graphic elements and a KidSuper Football Club badge. The Cardigan makes use of the same jacquard knit with an all-over print that abstracts human facial features, while the Longsleeve and Skirt are made with a power mesh textile, featuring custom artwork created by KidSuper.

The Velophasis Nu and the terrace-favorite Palermo Nu are updated and streamlined versions of the originals, featuring premium cashmere suede uppers, mesh underlays, and custom PUMA and KidSuper Studios tags on the tongue. The Velophasis Nu is finished with distressed detailing, giving the Y2K-inspired sneaker a pre-worn look.

Rounding out the contemporary collection that takes inspiration from the beautiful game, collaborative PUMA x KidSuper accessories include a Bucket Hat, Duffle Bag, and Scarf.

A unique cast of characters comes together for the campaign, which depicts Dillane as the patriarch of the PUMA x KidSuper family. Inspired by the classic mobster films of the '90s, the visuals portray the artistic collection, focusing on the matching tracksuits.

The PUMA x KidSuper Sport Club collection launches on April 13, 2024, online at [kidsuper.com](https://kidsuper.com) and in store, alongside select retailers. A collaborative drop with PUMA Basketball is set to follow in May.

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