



PRESS RELEASE

PUMA'S STREET STYLE-READY SPIREX SNEAKER IS AN ICON OF SPEED



Herzogenaurach, February 12, 2024 – Introducing the PUMA Spirex, a distillation of iconic footwear designs from PUMA's archive.

Re-working cues from Y2K-era running spikes, the Spirex is a technical street-style sneaker inspired by PUMA's heritage of speed.

The Spirex's technical upper features an asymmetrical composition, composed of a classic union of materials including fine mesh, nubuck, and suede. One of the shoe's visual highlights, PUMA's iconic Formstrip is seamlessly integrated, rendered with a structural wireframe construction adding support to the upper. An accentuated tongue lends the Spirex a fast yet nimble look and feel, while rope laces act to fasten the shoe's functional trail aesthetic.

Below, the Spirex touches down with a tough and hard-wearing sole unit that is not just utilitarian, but a statement in itself. Underneath, the Spirex is equipped with a dynamic constellation of lugs that lock down grip.

The Spirex makes its debut in two monotone “Prairie Tan” and “Gray Fog” colorways.

The PUMA Spirex is available starting February 12, 2024 from PUMA.com, PUMA flagship stores, and selected retailers.

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PUMA

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