

PRESS RELEASE



NEW PUMA AND DREAMWORKS ANIMATION'S TROLLS COLLABORATION COMES TO LIFE WITH TROLLS-TASTIC COLLECTION



Herzogenaurach, February 15, 2024 – The new PUMA x Trolls designs transform classic kids' gear with a sprinkling of signature Trolls flair.

Created in collaboration with the beloved DreamWorks Animation's Trolls films, the new collection is a celebration of joy, community and music. Featuring vibrant colors, playful graphics, and enchanting details like pops of color inspired by the iconic Trolls hair, the collection is all about the happy Trolls characters who love to sing, dance and hug all day.

Featuring styles for boys and girls, the playful and colorful apparel incorporates soundwaves and musical motifs from the Trolls films. Active silhouettes like the matching track jacket and track pants are complemented by classic silhouettes like graphic t-shirts and crewneck sweaters.

The accompanying footwear offerings are highlighted by PUMA's Mayze, Suede, and RS-X silhouettes, which are elevated with distinct accents. Trolls characters like Tiny Diamond and Queen Poppy are personified throughout, coming to life through Trolls graphics and even special lace shrouds on the collection's footwear offerings.

PUMA x Trolls is available starting February 15, 2024, from [PUMA.com](https://puma.com), PUMA flagship stores, and selected PUMA retailers.

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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.

About DreamWorks Animation's TROLLS franchise

Trolls is one of the most beloved global entertainment brands of today. With award-winning music, heartwarming humor and stories and characters that champion friendship and kindness, the franchise includes feature films-- 2016's Trolls, 2020's Trolls World Tour and 2023's Trolls Band Together starring Anna Kendrick, Justin Timberlake and a dynamic cast of actors and musical artists — as well as original TV and digital content, videos games and more. Vibrant and groundbreaking in its design, Trolls has inspired live-entertainment touring shows, Universal Destinations & Resorts attractions across the globe—as well as high-fashion collaborations, toys, lifestyle collections and more.

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