

PRESS RELEASE



NEYMAR JR, DANNA PAOLA, LAMELO BALL, AND ROMEO BECKHAM ENTER THE SLIPSTREAM WITH PUMA

Herzogenaurach, Germany; June 8th, 2022 – PUMA, the fastest sports brand in the world, enters the Slipstream. PUMA's next-generation Slipstream sneaker brings '80s basketball to the modern-day. Without compromising its performance roots, the Slipstream is a court classic reinvented.

Now, 35 years after it was first released, PUMA pens the latest chapter in the saga of the Slipstream. This summer, the storied Slipstream makes its return in a plethora of colorways and makeups. Re-imagined today, 2022's evolution of the Slipstream combines the basketball DNA with an undeniably clean and modern look. The silhouette's tooling and upper are given a contemporary feel via a sculpted midsole, updated overlay panels, and a remodeled collar construction.

The accompanying "Welcome Unbored" campaign follows a cast of PUMA fam members - Neymar Jr, LaMelo Ball, Danna Paola, Romeo Beckham, and more - who are embarking on a galactic journey to reach new horizons with the Slipstream. Our ambassadors invite those ready to escape the old, enter the new, and join them on a journey that enters the Slipstream.

The campaign's protagonists depart from earth, arriving in a galaxy of new possibilities with the PUMA Slipstream.

PUMA "Welcome Unbored" Ambassadors:

- Neymar Jr
- Romeo Beckham
- Kingsley Coman
- Danna Paola
- LaMelo Ball
- Pamela Reif
- Armand Duplantis
- Memphis Depay
- Gianmarco Tamberi
- Nesi

- Just Riadh
- Imenella
- Don Strapzy

The 2022 PUMA Slipstream will be available globally starting June 9th and throughout summer of 2022 on [PUMA.com](https://puma.com) and selected retailers.

###

Media Contact:

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

PUMA

PUMA is one of the world's leading Sports Brands, designing, developing, selling, and marketing footwear, apparel and accessories. For more than 70 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 more than 14,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.puma.com/>