

PRESS RELEASE



PUMA'S ICONIC T7 TRACKSUIT IS BORN AGAIN AS A FULL COLLECTION FOR 2022

Herzogenaurach, Germany; July 1st, 2022 – Perhaps the most iconic article in PUMA's archive, the T7 serves as the inspirational spark for a new collection that sees the tracksuit transformed with new cuts, materials, and energy.

Rudolf Dassler first conceived the PUMA Trainingsanzüge (tracksuit) in 1967. The iconic PUMA Fromstrip was integrated into the tracksuit via a single band running down the arm and leg. The first team PUMA equipped with their new tracksuits was the German football club Borussia Mönchengladbach. Because of its comfort and styling, the T7 later was adopted into the world of hip-hop and b-boying. Since then, the T7 has gone on to shape culture and sports, as an item of apparel that is utterly synonymous with PUMA.

The first installation in the collection introduces a dressy interpretation of the T7, arriving in the form of a matching set that includes the T7 Blazer and T7 High-Waist Shorts, alongside the matching Oversized Tote.

Landing in October, two more matching sets - one patterned and one monotone - continue the evolution of the T7 tracksuit. The October drop concludes with a pleather tracksuit, including an Oversized Bomber, Pants, and a Multi Pouch

About the T7 Campaign

PUMA shares an evening with Lauren London, who styles the T7 collection in her own unique way during an evening on the town in Los Angeles.

"The T7 is an essential part of my wardrobe because it's fresh, it's easy, it's comfortable, and it's fly. When I think of a PUMA tracksuit, all I have in my mind is the T7.

-- Lauren London

PUMA's 2022 T7 collection is available starting July 1st, 2022, from PUMA.com and select retailers.

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PUMA

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