

PRESS RELEASE



PUMA together with Scuderia Ferrari launches the Autumn / Winter 2022 Collection

Herzogenaurach, Germany – 04 August 2022 — Global sports company PUMA together with Scuderia Ferrari is excited to launch the new Autumn / Winter 2022 collection.

The collection is inspired by Ferrari's iconic 1970s Formula 1 race car. More specifically the 312 B2. Created by Scuderia Ferrari's then-chief of engineering, Mauro Forghieri, it was aimed to try and reverse Ferrari's fortunes following challenging seasons in the late-1960s. The bold and cutting-edge lines of the 312 B2, were accompanied by one of the most evocative F1 soundtracks ever; produced from Ferrari's own 515bhp flat-12 engine.

Naturally a collection inspired by such rich lineage is full of innovation and performance itself. Not only does the Scuderia Ferrari Autumn/Winter 2022 collection feature key statement pieces across shell jackets, jumpers, t-shirts and sweatpants, but Ferrari's iconic color ways of red, yellow, and black which were ever present on the 312 B2, feature prominently also.

Sized in both regular and oversized fit, the collection utilizes recycled & mono materials to balance the pure performance inspired designs perfectly with form and sustainability. Premium logo-graphics, branded contrast color trims and high collars as well as contrast color piping are elevating the look of the range. In addition, the textured fabric and graphic details let the entire range stand out.

Add the Scuderia Ferrari Autumn/Winter 2022 collection to your own lineup by visiting selected PUMA stores, or shopping online at puma.com.

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PUMA

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