



## PRODUCT BRIEF

# CELEBRATING A DECADE OF DOMINATION, ON COURT AND OFF - PUMA AND SKYLAR DIGGINS-SMITH RELEASE REFLECTIONS

**Somerville, Massachusetts – September 19th, 2023** – Today, PUMA unveils capsule collection with six-time WNBA All-Star Skylar Diggins-Smith, titled “Reflections.” PUMA Hoops Reflections by Skylar Diggins-Smith capsule is the second collaboration between the two. From the arena to the runway and everywhere in between, Skylar Diggins-Smith has been making an impact for a decade now – with no sign of stopping.

Reflections, Skylar’s next capsule with PUMA Hoops, is about being present and looking to the future – while never losing sight of yourself. Hieroglyphics-inspired details infused with the spirit of Diggins-Smith’s personal mantra, “Don’t Play Yourself,” mirror the cool intensity she brings to every aspect of her life, on court and off.

The centerpiece of the collection, the TRC Blaze court, is where on-court performance will meet off-court fashion. Powered by a full-length pro foam midsole and Trinomic cell structure for stability, this shoe will help all ballers dominate on the court. The apparel items span a modern bodysuit, a versatile culture hoodie, a pair of comfortable shorts, and bold graphic tees, all pieces suitable to make bold fashion statements while maintaining comfort both on and off the court.

“Through “Reflections”, I’ve had the opportunity to look back on the 10 years I’ve been in the WNBA - from getting drafted in 2013, to designing my second collection while pregnant with my daughter. I’m proud of this collection and love that PUMA allows me to showcase my abilities as a designer & creative. Whether you play sports or not, the pieces in “Reflections” are designed to make you feel comfortable and empowered.” states Diggins-Smith.

PUMA Hoops Reflections will be available on PUMA.com, the PUMA NYC stores and select retailers on September 25.

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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.