

PRESS RELEASE



PUMA AND PAUL STANLEY ROCK ON WITH NEW COLLECTION

Herzogenaurach, Germany, January 2, 2020 – Sports company PUMA has teamed up with rock and roll legend Paul Stanley of KISS, to create a collection of footwear, apparel and accessories with eye-catching animal prints and glam rock inspired details.

Known for his theatrical style and iconic songwriting, Paul Stanley dominated the hard rock and glam scene during the '70s and '80s. Joining PUMA for a second time, Stanley worked closely with the design team to add his unique touch and heart to the **PUMA x Paul Stanley** collection, which features some of PUMA's favorites, decked out in Stanley's signature stars as well as shiny hits of silver and gold.

The **Ralph Sampson Mid x Paul Stanley** showcases a faux fur upper and printed suede on the side, rounded up with metallic Velcro straps across the forefoot and metal studs across the Formstrip. The collection also includes Stanley's interpretation of the **GV Special** that comes in two different upper options, one done with a metallic leather mix and leopard-printed midsole, and the other with a mix of leather and faux fur overlays as well as a zebra-printed midsole.

On the apparel side, black or white tees with tattoo or cat graphics on the front add a bit of glam to your everyday outfit, while the black **PS Spezial Track Suit** with violet details and the **PS LS Crew** with zebra-printed elbow patches and star decoration on the round neck are ideal for cooler days.

The capsule collection also includes the **PUMA x Paul Stanley Waist Bag** in black, with an all over leopard print on the top panel and various zip pockets with a vintage-inspired zip closure.

Cop the **PUMA x Paul Stanley** collection and glam on. The collection will be available globally on January 16 at PUMA.com, PUMA stores and selected retailers worldwide.

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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 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 13,000 people worldwide, and is headquartered in Herzogenaurach/Germany.