



FACT SHEET

TRACK AND FIELD MEETS MOUNTAIN AND SEA

PUMA x HELLY HANSEN PRESENTS 90'S APPRECIATION COLLECTION

Herzogenaurach, Germany, February 7, 2020 - PUMA and HELLY HANSEN team up once more, blending PUMA's athletic DNA with HELLY HANSEN's technical knowledge and expertise. Founded in Norway more than 140 years ago with the creation of waterproof clothing for sailors, HELLY HANSEN is a leader in sailing and performance ski apparel, as well as premium workwear. Through daring designs, HELLY HANSEN's technical and protective outerwear left its mark on 1990's hip-hop culture and streetwear. Continuing to celebrate vibrant 90's street culture, the second **PUMA x HELLY HANSEN** collection once again pays tribute to the heritage of both PUMA and HELLY HANSEN through materials, color combos and graphics while incorporating a fresh twist of technical details and modern elements.

PUMA x HELLY HANSEN Future Rider

- The classic Fast Rider revamped as the Future Rider, the future of casual-cool street style
- Knitted upper with hairy suede overlays
- Woven HELLY HANSEN and PUMA tag on quarter
- Tongue label with unique HELLY HANSEN graphic

PUMA x HELLY HANSEN RS-X³

- X³ takes X to a new level: cubed, enhanced, extra
- Reflective elements on quarter and vamp

- Webbing with HELLY HANSEN repeat print
- Reflective piece with PUMA and HELLY HANSEN debossed logos on tongue

PUMA x HELLY HANSEN TFS Track Top and Pants

- Inspired by 90s street culture, the track top and pants combine the technical heritage of HELLY HANSEN with PUMA's athletic DNA
- Colorblocking details as design element
- Made with bluesign® certified fabrics

PUMA x HELLY HANSEN BB Cap

- 6 panel cap with semi curved visor
- Woven badge on the front
- Daisy chain on the side

PUMA x HELLY HANSEN Half Zip Sweater

- Cat logo rubber print and graphic rubber print combination under patch mesh pocket
- Woven graphic label at left sleeve
- Adjustable elastic cord with internal bungee cord at the waist for higher comfort

PUMA x HELLY HANSEN Legging

- PUMA x HELLY HANSEN graphic rubber print at front
- Woven graphic label at back waistband
- TFS cutlines as design element

PUMA x HELLY HANSEN Backpack

- Roll-top backpack with front mesh pocket and underlayered logo
- Padded, adjustable shoulder straps with daisy chain

PUMA x HELLY HANSEN Portable

- Two-tone ripstop portable with front mesh pocket and logo underlay

- Adjustable shoulder strap

Commemorating 1990's streetwear, the **PUMA x HELLY HANSEN** collection drops globally on PUMA.com, PUMA stores, HELLYHANSEN.com, HELLY HANSEN stores and selected retailers on February 8.

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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 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. For more information, please visit <http://www.puma.com>

HELLY HANSEN

Founded in Norway in 1877, Helly Hansen continues to develop professional grade apparel that helps people stay and feel alive. Through insights drawn from living and working in the world's harshest environments, the company has developed a long list of first-to-market innovations, including the first supple waterproof fabrics more than 140 years ago. Other breakthroughs include the first fleece fabrics in the 1960s, the first technical base layers in the 1970s, made with Lifa® Stay Dry Technology, and today's award winning and patented H2Flow™ temperature regulating system. Helly Hansen is a leader in technical sailing and performance ski apparel, as well as premium workwear. Its ski uniforms are worn and trusted by more than 55,000 professionals and can be found on Olympians, National Teams, and at more than 200 ski resorts and mountain guiding operations around the world. Helly Hansen's outerwear, base layers, sportswear and footwear are sold in more than 40 countries and trusted by outdoor professionals and enthusiasts around the world. To learn more about Helly Hansen's latest collections, visit www.hellyhansen.com.