

PRESS RELEASE



CLASSICS FOR ALL TIME PUMA CELEBRATES THE LEGACY OF COMPANY FOUNDER RUDOLF DASSLER IN NEW COLLECTION

Several PUMA Classics from Sports and Lifestyle are re-released from the PUMA Archive

Herzogenaurach, Germany; June 1, 2020 — Sports company PUMA celebrates the legacy of company founder in the debut Rudolf Dassler Legacy Collection, featuring the classics of yesterday that continue to remain the classics of today and tomorrow. A selection of PUMA's most iconic silhouettes from the track, the court, and the streets were brought back from the PUMA Archive and revamped for this lifestyle collection, all crafted with premium leathers.

The shoes in this collection span decades and remain to this day some of the fastest, fiercest, and freshest out there – defining the brand's legacy in both sport and fashion culture. The range includes the **Fast Rider, Sky Lo and Mid, Capri, Mirage, Ralph Sampson Lo and Mid, Oslo City, and Roma '68**.

"Rudolf Dassler wanted the athletes wearing his products to have the abilities of a puma. This means that when they wear PUMA shoes, they would become as fast, smooth, and agile as a puma," said Helmut Fischer, PUMA's Archivist. "He tried to blend these characteristics with PUMA shoes, leading athletes to victory."

Record-breaking athletes who used to wear these styles in the 60s, 70s and 80s were – among others - US sprinters Tommie Smith and John Carlos and Basketball legends Clyde Frazier and Ralph Sampson.

The styles are being re-released in white premium leather and accented with colored textile tongues in PUMA's long-time staple colors. The shoes include original branding and a gold metal trinket with the original Rudolf Dassler branding.

The history of sports and the heritage of PUMA have long been intertwined. Rudolf Dassler founded PUMA in 1948, and the brand has been breaking rules and records ever since. More than 70 years later, PUMA continues to push the limits of sport and culture with the same speed, innovation, and creativity in mind. Shoes that were once made for sport are re-issued for the Rudolf Dassler Legacy Collection, a tribute to the history of the brand and the classics that have lived on.

A full timeline with the history of the shoes in this collection can be found [here](#).

The heritage collection drops globally on June 1st on PUMA.com, PUMA stores and select retailers.

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PUMA

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