



PRODUCT BRIEF



PUMA CELEBRATES THE RICH MUSICAL HERITAGE OF EINDHOVEN WITH THE NEW PSV AWAY KIT

Sports company PUMA has today unveiled the new PSV Eindhoven Away kit to be worn by the men's, women's, youth teams and Esports teams in their respective competitions for the 2020/21 season. The PSV Eindhoven Away kit is a celebration of PSV's connection to music and was revealed with a special track and music video by Fresku.

The subtly applied sound wave graphics on the striking blue jersey symbolize PSV's strong connection to the local music artists of Eindhoven and the city's rich heritage in music. One of Eindhoven's most famous artists is hip-hop star Fresku. In tribute to the city and PSV, Fresku created a music track and video teasing the new Away jersey. The jersey was gradually revealed in relation to the number of streams of the song. This is the world's first jersey reveal unlocked by streams.

The music video features PSV player Cody Gakpo and other key PSV players. The entire track was released on July 24th on Spotify, and the music video is now available on YouTube.

The new PSV Eindhoven Away kit will be available from July 24th at PUMA.com, PSVfanstore.com, the PSF Fan Store in the Philips Stadium, the newly opened PSV Eindhoven City Store and select retailers worldwide.

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ISD: July 24th, 10:30 AM CEST

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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 14,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.puma.com/>