



PRESS RELEASE

PUMA AND SKEPTA UNVEIL A SECOND COLORWAY OF THE SKOPE FOREVER SNEAKER



Herzogenaurach, August 19, 2024 – PUMA and Skepta are set to release the second colorway of the Skope Forever sneaker, first introduced in May 2024.

Inspired by early-2000s footwear styles, the Skope Forever previously debuted in its OG iridescent color. Now, PUMA and Skepta have the next drop cued up. This iteration features a tonal “Beige” and “Black Ice” scheme with matching mesh and nubuck overlays, adding fresh visual dimensions. Chrome accents complement the badge on the tongue, which shows the PUMA x Skepta logo.

The second PUMA x Skepta Skope Forever sneaker will be available from August 24, 2024, on [PUMA.co.uk](https://www.puma.co.uk) and selected retailers.

Media Contacts:

PUMA

Alberto Turincio, PUMA Global Communication, Sportstyle – alberto.turincio@puma.com

Sandra Wedel, PUMA Global PR, Sportstyle – sandra.wedel@puma.com

Skepta

Anna Meacham, Huxley – anna@huxley.world

Kiki Kaur, Huxley – kiki@huxley.world

SKEPTA

One of the most important influences in the global rap scene, multi award-winning artist Skepta has established himself as a multifaceted force, leaving an indelible mark on the worlds of business, film, fashion and music. Through his journey, he has not only defined the sound of a generation but also become one of the most influential figures in contemporary music. Skepta's early recordings, established him as a force to be reckoned with, his albums from this point earning him acclaims including the Mercury Prize and becoming defining moments in British rap. COMPLEX deemed him the Best British Rapper of all time. As he continues to evolve, Skepta remains an emblematic figure, embodying the fusion of artistic expression, entrepreneurship, and cultural impact in the 21st century. His current project Mas Tiempo, founded with Jammer, embodies his exploration of electronic music. Beyond music, Skepta is the founder of Big Smoke Corporation which houses creative endeavours. His impact extends into fashion where he has collaborated with brands such as Puma and Burberry, plus launching his own brand, MAINS, blending his Nigerian and British influences into a distinctive identity. His debut film 'Tribal Mark' was released through his own production company, 1+1 Productions earlier this year.

YouTube @SkeptaOfficial IG @Skepta Twitter @Skepta

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.