



PRESS RELEASE

SO FRESH AND SO CLEAN: PUMA DROPS THE “LAUNDRY BOYS” GV SPECIAL



Herzogenaurach, September 7, 2024 – PUMA’s latest take on the GV Special is all fresh, no mess.

The 1983 tennis sneaker is remade with a special resin-coated upper, to create a scuff and dirt-repellent version of the iconic low-top. The pristine and playful edition of the GV Special will stay spotless and clean wear after wear. The “Laundry Boys” GV Special is also a perfect blank canvas to scribble and tag, and then just wipe clean to start over with a new masterpiece.

This special “Laundry Boys” edition comes with custom packaging, inspired by the nostalgic logos and slogans of laundry detergent brands.

Giving rise to the playful GV Special concept, a popular anecdote tells of a laundry service formerly run by the Dassler brothers. Nicknamed the “Laundry Boys” by residents of Herzogenaurach, the brothers were known for delivering clean washing around their hometown.

The PUMA GV Special “Laundry Boys” is available starting September 7, 2024 at selected retailers.

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PUMA

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