



PRESS RELEASE

THE RACE-READY PUMA SPEEDCAT RETURNS IN TWO ARCHIVAL COLORWAYS



Herzogenaurach, October 9, 2024 – The PUMA Speedcat hits the asphalt in two new archive-inspired colorways.

Continuing to re-shape the current trend zeitgeist, the latest Speedcat features lush suede finishing, optioned in “Light Blue/Navy” and “Haute Coffee/Frosted Ivory” versions. The aerodynamic low-top silhouette is finished with an embroidered cat detail on the toe, as well as logo hits on the tongue and above the Formstrip. Evoking F1 racing tires, both shoes ride on a black rubber sole unit.

The archival Speedcat is portrayed alongside another thrilling, high-octane pursuit, as the 25-year-old silhouette is envisioned within the world of motorsports. Set in the badlands, the rebellious campaign, produced in collaboration with NAKED Copenhagen, depicts the Speedcat as an outsider, challenging the status quo of sneaker culture. Embodying female energy and fearless self-expression, stylist and creative Sierra Rena reappears as the muse of the campaign.

These latest editions follow up on the original black and red Speedcat colorways that launched in June, nodding to the racewear uniforms of iconic F1 racing teams.

Created in 1999, the lifestyle iteration of the PUMA Speedcat is based on fireproof racing footwear worn by Grand Prix drivers throughout the '80s and '90s. One of PUMA's most heritage-rich and innovative designs, the Speedcat transcended its roots as a performance racing shoe in the adrenaline-fueled world of F1, before being embraced as a street-style icon.

The PUMA Speedcat Archive will be available starting October 12, 2024, on PUMA.com, the PUMA mobile app, at the PUMA NYC flagship store and select retailers worldwide such as NAKED Copenhagen, Kith, Atmos, END, SNS, and other exclusive accounts.

@PUMAsportstyle #Speedcat

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