



## PRESS RELEASE

### PUMA AND CASPER THE FRIENDLY GHOST INTRODUCE A FRIGHTFULLY FUN SUEDE



**Herzogenaurach, October 25, 2024** – PUMA and Casper are coming together for a spooktacular partnership.

Designed for gals and ghouls of all ages, this limited-edition collection brings together PUMA's heritage of iconic sports footwear with everyone's favorite spirit, Casper the Friendly Ghost. Just in time for Halloween, the partnership centers around a haunted take on the classic PUMA Suede.

Special details make the PUMA x Casper the Friendly Ghost Suede ready for trick-or-treat season. Starting with a ghost-hued Suede covering the upper, the collaboration features glow-in-the-dark accents on the laces, outsole, and upper, in combination with a lenticular tongue label, and an all-over print on the sock liner. The collaboration comes with special slogans throughout, reading "No Such Thing as Ghosts?" and "It's Getting

Freaky In Here.” Finally, custom packaging is included in the form of a Casper-themed shoebox and tissue paper.

The PUMA x Casper the Friendly Ghost Suede will be available just in time for Halloween starting October 25, 2024, at PUMA.com, PUMA flagship stores, and select PUMA retailers.

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**PUMA**

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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.

**CASPER THE FRIENDLY GHOST**

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In 1945, *Casper the Friendly Ghost* made his first appearance in theatrical cartoons. He went on to appear in comic books published by Harvey Comics and quickly became one of the publisher's most popular characters. Casper has inspired his own TV series as well as a successful live-action adaptation, released by Universal Pictures, where he became the first-ever computer-generated character to star in a film. Today, Casper is celebrated across fashion collections from the runways to the street, as well as toys, collectibles, lifestyle and much more.