



## PRESS RELEASE

### A FEARLESS FIRST: PUMA'S INHALE AND INVERSE REDEFINE DISRUPTIVE DESIGN



**Herzogenaurach, November 4, 2024** – Two fearless designs, one shared DNA: PUMA introduces the Inhale, alongside the new AI-created Inverse, a bold progressive silhouette that defies the norm.

PUMA's latest releases bring a progressive and futuristic approach to running, blending inspiration from the future while drawing from PUMA's rich past.

The Inhale returns as an updated lifestyle silhouette, still carrying the fearless attitude that defined it in the early 2000s. As part of the Cellerator family, it gained recognition for its signature CELL cushioning and performance-driven design, while its bold lines, contours, and curves earned it a cult following both on and off the track. First introduced in a "Jute" yellow colorway, the refreshed version now appears in a striking black-and-red scheme, with key upgrades like a wider fit and a softer midsole for enhanced comfort and wearability.

In 2023, the Inhale also became a favorite of PUMA collaborator A\$AP Rocky, who selected the silhouette as the footwear focus of his inaugural collection, leading to a quick sellout and widespread fan popularity.

The newest addition to the Inhale family is the PUMA Inverse. Created using AI and perfected by human craftsmanship, the Inverse takes cues from the retro Inhale but brings a more rebellious, progressive edge. Its design is rooted in PUMA's heritage but breaks new ground with features like a midsole cage, cushioning, and sleek overlays. The Inverse makes its debut with a red mesh upper, complemented by dark amethyst and black accents, mirroring the Inhale's bold aesthetic.

With the Inhale as its foundation, the AI-powered Inverse redefines cutting-edge design while sharing the DNA of its iconic predecessor. Together, these releases mark a powerful evolution in PUMA's lineup.

The PUMA Inhale will be available from November 7, 2024, at PUMA.com, flagship stores, and select stockists. The Inverse will debut first in the USA on December 7, followed by a global release.

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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.