



PRESS RELEASE

PUMA and Scuderia Ferrari HP unveil the Desert Sun Collection: A Tribute to Las Vegas and the Mojave Desert

Herzogenaurach, 18th November 2024 – Global sports company PUMA together with Scuderia Ferrari HP are thrilled to unveil the limited-edition Desert Sun collection, a unique blend of fashion and motorsport. Inspired by the vibrant energy of Las Vegas and the rugged beauty of the Mojave Desert, this collection features natural fading and distressed elements that echo the desert landscape.

Both the Lifestyle collection and the Replica line will undergo a transformation for the upcoming Las Vegas Grand Prix. The Lifestyle collection features casual apparel and accessories for everyday wear, while the Replica line includes gear identical to what Charles Leclerc and Carlos Sainz will wear in the paddock during the race weekend. Both collections are inspired by the Desert Sun theme, incorporating design elements that reflect the natural fading and distressed aesthetics of the Mojave Desert.

The Replica line specifically includes a tee, hoodie, the iconic cap, and the Speedcat PRO shoes. Fans can look forward to seeing the drivers sporting these desert-inspired looks, adding an extra layer of excitement and style to the Las Vegas GP.

In addition, the Desert Sun Lifestyle collection offers a variety of apparel, footwear, and headwear. The apparel range includes hoodies, graphic t-shirts, and shorts, available in red, white, and black. For fans of Charles Leclerc, there are crew neck sweaters featuring his number 16 on the front, and for fans of Carlos Sainz, crew neck sweaters with his number 55. The collection also offers four unique graphic Las Vegas tees.

For footwear, the Lifestyle collection features the Ferrari Suede XL in red and black, as well as the Ferrari GC Special. Headwear options include two trucker hats in white and black.

The Scuderia Ferrari Desert Sun collection will be available for a limited time only. It is now available in selected PUMA and Ferrari stores, as well as online at puma.com and store.ferrari.com.

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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.