



PRODUCT BRIEF

A FRESH TAKE ON A CLASSIC: PUMA INTRODUCES PALERMO MODA



Herzogenaurach, September 1, 2024 – PUMA is blending cool and classic with the introduction of the Palermo Moda, offering a fresh take on the iconic '80s sneaker.

Crafted from soft suede and smooth leather, the Palermo Moda distinguishes itself from the original Palermo with its slightly elevated gum sole. Available in both neutral and vibrant colors, this model brings a modern flair while staying true to its timeless silhouette.

The Palermo Moda is available from September 1 at [PUMA.com](https://puma.com), PUMA flagship stores, and selected PUMA stockists.

Editor's Notes:

The Palermo was originally part of a special series of sneakers created by PUMA that paid homage to some of Europe's most famous capitals, including London, Oslo, and many more. The Palermo was later adopted by football casuals to become a staple of terrace subculture.

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PUMA

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