



PRESS RELEASE

PUMA AND SKEPTA UNVEIL THE STREAMLINED SKOPE FOREVER LOW



Herzogenaurach, April 21, 2025 – PUMA and Skepta unveil the very latest from their ongoing partnership, debuting a new take on the Skope Forever sneaker, which launched in its original form in May 2024.

Skepta once again reenvision PUMA's sportswear DNA through his unique lens, creating a streamlined low-top that features a tech-luxe design, defined by key outdoor references. Featuring a premium leather upper, rope laces, and hiking-style sole tooling, the new Skope Forever Low comes in a monochromatic color scheme with grey big-hole mesh and black leather overlays on the upper, accentuated with contrasting high-vis laces.

The collaborative sneaker is elevated with premium finishes that mark the partnership, including a PUMA x Skepta badge logo on the tongue, which also appears on the shoe's treaded outsole.

The PUMA x Skepta Skope Forever Low will be available starting April 26, 2025, via PUMA.co.uk, and select retailers worldwide.

Media Contacts:

PUMA

Alberto Turincio, PUMA Global Communication, Sportstyle – alberto.turincio@puma.com

Sandra Wedel, PUMA Global PR, Sportstyle – sandra.wedel@puma.com

Skepta

Anna Meacham, Huxley – anna@huxley.world

Kiki Kaur, Huxley – kiki@huxley.world

SKEPTA

One of the most important influences in the global rap scene, multi award-winning artist Skepta has established himself as a multifaceted force, leaving an indelible mark on the worlds of business, film, fashion and music. Through his journey, he has not only defined the sound of a generation but also become one of the most influential figures in contemporary music. Skepta's early recordings, established him as a force to be reckoned with, his albums from this point earning him acclaims including the Mercury Prize and becoming defining moments in British rap. As he continues to evolve, Skepta remains an emblematic figure, embodying the fusion of artistic expression, entrepreneurship, and cultural impact in the 21st century. His current project Mas Tiempo, founded with Jammer, embodies his exploration of electronic music. Beyond music, Skepta is the founder of Big Smoke Corporation which houses creative endeavours. His impact extends into fashion where he has collaborated with brands such as Puma and Burberry, plus launching his own brand, MAINS, blending his Nigerian and British influences into a distinctive identity. His debut film 'Tribal Mark' was released through his own production company, 1+1 Productions earlier this year.

YouTube @SkeptaOfficial IG @Skepta Twitter @Skepta

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.