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FASTER.**

PRESS RELEASE



WE PLAY. WE SHINE. PUMA LAUNCH THEIR WOMEN'S FIT 2.0 AS PART OF THE BRILLIANCE PACK

Herzogenaurach, Germany, 19th June 2025 — Global sports company PUMA has today launched the Brilliance pack, headlined by the **FUTURE 8 ULTIMATE FG Women's Fit 2.0**, designed for women from the ground up. The new pack will take centre stage this summer, worn by the likes of Fridolina Rolfö, Alex Greenwood, Laia Aleixandri, Ingrid Engen, Jess Park and Sandy Baltimore.

This FUTURE is female. A boot that's built different, for women who make a difference. With the Women's Fit 2.0, the FUTURE truly is female. A snugger forefoot, lower instep, and added arch support mean the boot adapts to your foot – not the other way around – so you can focus on one thing: unleashing your creativity. The Women's Fit 2.0 is built to fit the anatomy of the female foot from the ground up. The result? A boot that adapts to her, not the other way around.

The **FUZIONFIT³ upper** uses four-way stretch yarn, 3D Fuzionpods and PWRTAPE to create an adaptive fit that moves with the player like a second skin. A textured high-density mesh with **GripControl Pro** enhances ball control in every moment, from threading the pass to

finishing the chance. The **FLEXGILITY outsole** is engineered for agile, multidirectional movement, giving players the freedom to express themselves on the biggest stage.

The FUTURE Women's Fit 2.0 is the result of years of development, shaped by athlete feedback and real-world testing. From pitch to lab to tournament, PUMA has relentlessly refined the shape, volume, and materials of its boots to meet the unique needs of female players.

In 2022, scientists commented on how products in football focus on men's performance, safety, comfort, and fit considerations" ([Ten questions in sports engineering: technology in Elite women's football, 2022](#)). Some scientists also suggested that equipment not properly designed for women could place them at higher injury risk. Following this, a study by ECA in 2023 found that **82% of female professional athletes** in Europe's top leagues experienced discomfort in their footwear ([BBC, 2023](#)). Discomfort and poorly fitting footwear have been identified as potential factors that can lead to a higher risk of injuries.

Following such insights PUMA has strived to continue developing their women's specific products and with the new Women's Fit 2.0, have improved the fit and comfort to tackle these issues. An integral part of that strategy is working with female researchers in academia to implement external testing and validation to further improve women's performance products.

Romain Girard, Vice President Innovation, PUMA, said "PUMA is really pushing innovation and research when it comes to our performance products and we have continued to develop our Women's Fit over the last four years through testing with our consumers, pro athletes, and working with top Universities to gather insights and test our products to continuously improve them. Our recent study with the *University of Colorado, Boulder* showed that our new Women's Fit 2.0 maintained a higher level of comfort over time compared with the previous Unisex edition, which could be an important factor in reducing the risk of injuries in female athletes. Further to this we are currently in the process of conducting several studies in this space, with some exciting news to come."

The **Brilliance pack** also includes the **ULTRA 6 ULTIMATE FG Women's**, engineered for speed with a streamlined women's-specific silhouette, SPEEDSYSTEM outsole and FastTrax stud design; and the **KING ULTIMATE FG/AG Women's**, which features the signature K-BETTER™ upper, GRIPCONTROL 3D texture and redesigned comfort fit. All three boots are also available in a Unisex version.

The Brilliance pack is available globally from June 19th, 2025 at PUMA.com, PUMA stores and select retailers.

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EMBARGO DATE: June 19th, 2025, 9:00am CET

GLOBAL ISD: June 19th, 2025, 9:00am CET

IMAGERY:

The Brilliance Pack Product Images

The Brilliance Pack Player Images

VIDEO:

YouTube Link: <https://youtu.be/ZwrDfn44VzY>

Embed Link: <p><iframe width="560" height="315" src="https://youtu.be/ZwrDfn44VzY" title=""
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web-share" allowFullScreen>
</iframe></p>

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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 is committed to redefining sport and self-expression, empowering athletes and consumers to perform at their best while staying true to who they are. With a focus on innovation, authenticity, and joy, PUMA continues to push the boundaries of performance and sports-style. 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.