



PRESS RELEASE

LACK OF GUIDANCE SERVES UP A NEW, MONOCHROME PUMA KING INDOOR



Herzogenaurach, July 16, 2025 – PUMA's legendary King once again steps into the spotlight for the latest collaboration with Lack of Guidance, the Amsterdam-based label known for its unique fusion of fashion and football nostalgia.

First introduced over 50 years ago, the original PUMA King left an indisputable mark on the world of football. By 1999, the silhouette evolved into the King Indoor, an updated version that was quickly embraced by stylish youth in the early 2000s.

For their first collaboration with PUMA, Lack of Guidance brings the King Indoor back into focus, this time in a sleek, matte-black execution from laces to outsole. Crafted in smooth leather, the shoe stays true to its original form with stitched detailing and a sculpted silhouette, while the lace cover maintains a clean, understated look.

The release also includes a co-branded King football jersey for SS25, sponsored by Systemarosa and available exclusively at Lack of Guidance.

The PUMA x Lack of Guidance King Indoor and jersey drop on July 18, available exclusively at the Lack of Guidance store and online at lackofguidance.com. Starting July 19, 2025, the King Indoor will also be available at select retailers.

Media Contacts:

PUMA

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

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

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.