



PRESS RELEASE

TRUE TO THE CREW: PUMA'S LATEST INHALE COLORWAY IS MAKING MOVES



Herzogenaurach, August 4, 2025 – Breathing life into a Y2K-era design, the PUMA Inhale now arrives in a vivid fluorescent colorway, one of its most daring expressions to date. Fluid overlays and flame-like design lines bring motion to the early 2000s silhouette, while contrasting neon tones turn the archival icon into a dynamic statement.

The latest campaign captures the Inhale's unique energy through an intimate, crew-driven lens. Styled by the cast themselves, the campaign celebrates companionship, community, and on-the-spot creativity. From daylight fit checks to midnight moves, the Inhale is here to shake things up.

Showing the self-styled cast of content creators, behind-the-scenes visuals offer a raw look at the creative process: styling moments on the late-night Inhale shop set, candid moments with the cast, the chaos, and everything it takes to bring a sneaker shoot to life.

The new PUMA Inhale launches on August 7, 2025, from [PUMA.com](https://puma.com). PUMA flagship stores, and selected PUMA stockists.

Featured Talent:

Zay: <https://www.instagram.com/zaycamm>

Kido: <https://www.instagram.com/sakiido>

Saint Harris: <https://www.instagram.com/saintharris>

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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.