

PRESS RELEASE



PUMA AND TYRESE HALIBURTON CONFIRM THE HALI 1: OPAL, A SIGNATURE SHOE DESIGNED BY SALEHE BEMBURY

Somerville, MA – September 15, 2025 – PUMA Hoops and Indiana Pacers superstar Tyrese Haliburton today announced the launch of the **Hali 1**, Opal colorway. Haliburton's first-ever signature basketball shoe. A groundbreaking collaboration with renowned designer Salehe Bembury, the Hali 1 in the striking blue colorway, seamlessly blends premium design with elite performance, creating a masterclass in form and function for the player who embodies style, confidence, and unstoppable performance.

Driven by the mind of a playmaker and the eye of a trendsetter, Tyrese Haliburton envisioned the Hali 1 as the epitome of "lux performance." This vision has been brought to life through Salehe Bembury's signature futuristic aesthetic merges advanced NITRO™ performance technology with premium craftsmanship.

The silhouette of the Hali 1 draws direct inspiration from the smoothness of Haliburton's playstyle. Bembury's design language introduces unexpected lines, amplified PUMA Cat branding, Tyrese's signature logo on the tongue, and Salehe's signature textures, creating a visually dynamic shoe that stands out both on and off the court. It's a testament to the fusion of eye-catching design and uncompromising technology, crafted to elevate your game.

To complement the launch, Bembury's creative storytelling will also redefine the consumer experience. The campaign introduces **Hali Mart**, a surreal and immersive grocery-shopping world that mirrors Haliburton's unique personality and playful approach to the game. In partnership with Foot Locker, Hali Mart will open for one day only in Indianapolis on September 25, giving fans an exclusive first look. A total of 317 pairs of the Hali 1 "Opal" will be available at the pop-up—an intentional nod to Indianapolis' iconic area code—before the wider global release.

The Hali 1 retails for \$130 and will be available starting on September 26, 2025 at Foot Locker, Kids Foot Locker, Champs Sports, PUMA.com, the PUMA mobile app, and the PUMA NYC and Las Vegas flagship stores.

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PUMA

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