



## PRESS RELEASE

### PUMA X GUIZIO PAY HOMAGE TO THE CLASSICS WITH A '90S-INSPIRED CAPSULE



**Herzogenaurach, September 17<sup>th</sup>, 2025** – PUMA and NYC-based designer Danielle Guizio return for 2025 with a fresh capsule collection.

The collection pays homage to the style codes of the '90s, reinterpreting some of the era's most iconic fashion advertisements through a modern lens.

At its core is the PUMA H-Street, a retro running silhouette originally derived from the early 2000s PUMA Harambee spike. Guizio's take strips it back with an understated palette and a tactile mix of airy mesh and fuzzy suede in light beige. Two additional lace

sets in brown and neon green invite wearers to accessorize the sneakers and customize their look, while a discreet Guizio tag marks the collaboration.

The apparel side revisits PUMA's iconic T7 tracksuit with a modern twist. In Navy Blue, the leaping cat is imagined as a bold side-stripe accent, while the Black and Bronze versions lean into tonal detailing. Completing the lineup, an active top and skirt bring Guizio's feminine edge to the sporty foundation.

The campaign visuals channel the rawness, intimacy, and stripped-back simplicity of '90s fashion ads, capturing the PUMA x Guizio collection in moments of connection, ease, and understated sensuality.

PUMA x Guizio launches on September 20, 2025, from PUMA.com, PUMA flagship stores, and via partner.

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**PUMA**

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