



## PRESS RELEASE

### PUMA UNVEILS LIMITED-EDITION SPEEDCAT FOR SWAROVSKI'S 130TH ANNIVERSARY



**Herzogenaurach, October 20<sup>th</sup>, 2025** – PUMA launches a limited-edition Speedcat to celebrate Swarovski's 130-year anniversary. Harnessing the power of light, the iconic silhouette is transformed with a dazzling display of crystals and reimagined with elevated detailing. This unique design reflects a shared commitment to craftsmanship, sport, and joyful extravagance.

Radiant crystal detailing covers the silhouette, with PUMA's Formstrip rendered in the empty space between 5,316 shimmering black Swarovski Crystals in four different sizes. The array of crystals was masterfully applied to the 1999 sneaker silhouette by experts from the Austrian house.

The glittering collaboration comes with a pared-down black upper and matching black sole, creating a striking contrast that allows the crystallized upper to shine.

A sophisticated play between brilliance and shadow, the Speedcat's sleek motorsport-inspired shape is elevated into a shimmering statement, an embodiment of sporting heritage and craft. The collaboration is fittingly packaged in a special, minimalist box featuring a subtle Swarovski x PUMA logo lockup.

The Swarovski x PUMA Speedcat will be available starting October 24<sup>th</sup>, 2025, at [swarovski.com](https://www.swarovski.com) and in select Swarovski stores.

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**PUMA**

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