



## PRESS RELEASE



# PUMA, XAVI AND SKEPTA SHUT NORTH LONDON DOWN WITH THE NEW KING 20 LAUNCH EDITION

**Herzogenaurach, Germany, 10<sup>th</sup> November, 2025** — Global sports brand PUMA has today unveiled the 20<sup>th</sup> generation of the PUMA KING in a special launch edition colorway. The KING 20 has recently been teased on pitch with Xavi Simons and was celebrated in a special link up with London's finest Skepta as they searched for players with the *KING Mentality*.

PUMA and Xavi were on a mission to find some of the best ballers in North London by scouting out players who have the KING mentality – players that take risks, play fearlessly, be true to themselves and boss the pitch. The scouting mission was followed by one of the coldest collabs of the year when Skepta joined Xavi and PUMA to host a special KING 1v1 tournament in North London. The tournament featured 16 top prospects with one winner crowned *the KING* and taking home a pair of gold PUMA KING 20s, two Premier League tickets and a PUMA boot deal.

"North London showed out and shut it down, I knew they had the KING mentality here. I loved connecting with the local community and with the legend Skepta - top guy! The culture, the vibe, the young talent, it's just so unique here, and I'm blessed to be able to experience it daily. Real ballers," said *Xavi Simons*.

The new PUMA KING 20 represents a fusion of tradition and innovation, designed for players who dominate the pitch. It delivers exceptional touch, control, and comfort, defining what it means to be a modern-day KING.

At the heart of the KING 20 is **TOTALTouch+**, an advanced, non-animal-based upper material that offers state-of-the-art softness, lightweight performance, and enhanced control. Precision laser perforations, 3D texture structures, and a specialized grip finish ensure a superior touch and feel on the ball.

The boot also features a unique custom-fit knitted construction that adapts to the shape of the foot, complemented by cushioned tongue pods and a dynamic lacing system for enhanced lockdown, stability, and support. An engineered knitted heel with Ortholite padding provides a secure, comfortable fit for all-day performance.

A superior lockdown sets the KING apart, with an engineered knitted heel with ortholite padding for exceptional fit and all-day performance.

Further elevating performance, the KING 20 is equipped with a lightweight and reactive PEBA outsole, offering an optimal balance between stability and agility.

The **PUMA KING 20 Launch Edition** is available in PUMA stores, PUMA.com, and at specialist retailers with global release from the 13<sup>th</sup> November.

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## **PUMA**

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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 is committed to redefining sport and self-expression, empowering athletes and consumers to perform at their best while staying true to who they are. With a focus on innovation, authenticity, and joy, PUMA continues to push the boundaries of performance and sports-style. 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.