

PRESS RELEASE



PUMA PLAYERS' LOUNGE COLLECTION IS A LOVE LETTER TO VINTAGE FOOTBALL STYLE – FEATURING MEMPHIS DEPAY

Herzogenaurach, Germany; September 30th, 2022 – PUMA reaches deep into its storied archive to re-live football's golden age as shown during the iconic 'FUTROGRADE' show during New York Fashion Week.

Paying homage to iconic '60s and '70s football style, the Players' Lounge collection is an inclusive range of apparel, footwear, and accessories, inspired by PUMA's heritage and designed for the next generation. Evoking a unique era of charisma and taste, on and off the pitch, PUMA Players' Lounge is a celebration of PUMA's own history, and the beautiful game itself.

Expressive details punctuate the collection's apparel, including custom embroideries, trims, and engineered knits. Thoughtful tailoring acts to re-imagine PUMA's iconic T7 tracksuit, which is reimagined with an all-new pattern inspired by PUMA's Formstrip. The dress code for the Players' Lounge also includes menswear staples like polo shirts and knitted crewneck sweaters, elevated through carefully considered design. Accessories like caps, scarves and select luggage round out the offerings.

For the footwear component of the collection, we see a range of included styles that span from classic running to basketball, not limited to the, Slipstream Lo, Suede VTG, RX 737, and the beloved Blaze of Glory, all of which are re-fitted with new details and touches

Memphis Depay is the face of the PUMA Players' Lounge collection, which is faithfully depicted in an accompanying editorial. One of the most sublimely talented athletes playing the modern game, Depay is also known for his unique off-the-pitch style, making him the perfect muse for the collection.

The PUMA Players' Lounge collection is available starting October 1st, 2022 from PUMA.com and select retailers with retail prices ranging from XXX to XXX Euros.

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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 more than 70 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 more than 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.puma.com/>