



Press Release



PUMA Launches First Collaboration with Memphis Depay Clothing's Blind and Deaf To The World Label

Herzogenaurach, Germany – December 21st, 2022 – PUMA and Memphis Depay have today launched their first collection in partnership with Memphis' BADTTW clothing label – the premium sublabel of Memphis Depay Clothing (MDC). Not only has he been making waves on the pitch, but Memphis also takes his creative spirit and infuses his style into PUMA's iconic T7 inspired t-shirts, jackets, and track pants. The collection is a fresh new take on classic styles featuring gender neutral colors.

The collection is a representation of Memphis' love for fashion and passion for helping the next generation. The capsule utilizes blue wash and pristine color tones throughout the ultra-slick garments. PUMA's jumping cat logo combines with Depay's BADTTW wordmark with a bespoke graphic created by Memphis that is placed across the back of the t-shirt and jacket.

"I love to express myself and be creative with what I wear. I love that PUMA gives me the platform to be creative and let me do my thing," said Memphis Depay. "They have given me creative freedom on the iconic T7 tracksuit, which to me is a real honor knowing so many legends have worn it. I love what PUMA brings to the pitch, but a special part of our relationship is being able to work on passion projects outside of football. The BADTTW logo connects with me on many levels: fingers in both ears when I score. Blind and deaf to the world. It strengthens

my focus and makes me stronger. I want my brand to convey that. This is the start of numerous exciting projects I have planned with PUMA.”

The PUMA x BADTTW collection is available from December 21st at 9:00am CET at PUMA.com, PUMA stores and at specialist retailers worldwide.

About BADTTW

BADTTW is the premium sublabel of Memphis Depay Clothing. BADTTW or Blind and Deaf To The World, is a nod to Depay’s beloved goal celebration, but also a mentality of focus; tunnel vision, and blocking out negativity. BADTTW serves as a platform to inspire the next generation to follow their dreams and reach their goals. The platform also supports Ghanaian charities helping children with vision and hearing loss.

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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/>