



## PRESS RELEASE

### **PUMA Launches SEASONS, an Elevated Outdoor Collection**

**Somerville, Massachusetts; September 1, 2022** – Global sports brand PUMA will launch a new outdoor footwear and apparel collection called SEASONS, a line of elevated performance pieces made with technical materials and innovative, stay-dry features.

The SEASONS collection is rooted in trail running and versatile for outdoor activities. It was created to protect against the elements by using functional, performance materials like GORE-TEX in its multi-terrain trail footwear, and Sympatex—a three-layer waterproof, windproof, and breathable fabric made from 100% recycled material—in the Stormcell Jacket. The SEASONS collection is ready to tackle off-road terrain and various weather conditions.

“As a result of the COVID-19 Pandemic and the closure of gyms and studios, we saw more and more people looking to the outdoors for fitness, health, and wellness,” said Erin Longin, General Manager, PUMA Run Train. “We knew this would be a lasting behavior and people were looking for gear that would perform in the outdoor environment, which is why we created SEASONS as an extension of our RUN PUMA performance collection.”

The apparel collection uses cell technologies—stormCELL, rainCELL, dryCELL, and warmCELL—to protect against the elements. Key products in the launch collection feature a waterproof Stormcell Jacket, Raincell Jacket / Pant, and Down Jacket for the autumn, winter season. The collection also features new additions to PUMA’s trail running footwear offering with a new, lightweight trail shoe in FAST-TRAC NITRO GTX and an updated Voyage NITRO 2 GTX.

For multi-terrain. For outdoor conditions. For all SEASONS.

#### **SEASONS Stormcell Jacket**

Providing extreme weather protection, the Seasons stormCELL Jacket is a high-performing go-to when the going gets tough. Made with Sympatex—a three-layer waterproof, windproof, and breathable textile, the seam-sealed shell features an oversize adjustable hood with reflective bungee collar, hook and loop extended cuff, bonded two-way pit zips, and hem adjustments for a customized fit. Countless dry storage options—including multiple water repellent bonded zipper options and hand pockets with an internal bag—mean you’ll be prepared for whatever comes your way.

stormCELL: Technical, seam-sealed material constructions are engineered to help protect against extreme conditions and keep you dry and comfortable.

FOREVER BETTER: Three-layer waterproof, windproof, and breathable Sympatex fabric is made from 100% recycled material as a step toward a better future.

- Outer shell designed to be layered over insulated products when needed
- 3L breathable, waterproof, and windproof shell
- Fully taped heat-sealed seams for waterproof protection

- Bonded zippers with storm flaps
- Reflective extended zipper pulls
- Performance seaming for optimal mobility and fit
- Two-way pit zips for ventilation
- Attached oversize fully adjustable hood with bonded visor
- Extended cuff with adjustable hook and loop closure
- Four secure exterior pockets
- Two large internal stow pockets
- One secure small internal bag
- Hem adjustments
- Interior hang loops
- Black reflective branding

### **SEASONS Down Jacket**

Conquer winter in the Seasons Down Jacket, featuring innovative warmCELL—a thermal insulation that traps heat close to the body for supreme warmth. An adjustable fitted hood, elastic bound cuff, and technical hem adjustments enhance the performance of this chill-proof style. Zip hand pockets are ideal when temps drop, while an internal chest pocket with packable bag and stow pockets will protect your stuff so you can focus on more important things, like your outdoor excursion.

warmCELL: Thermal insulation traps heat close to the body to help keep you warm in cold conditions.

- 750 fill power
- 90/10 RDS duck down
- Designed to be layered under stormCELL Jacket or worn on its own
- Packable with included bag
- Nylon micro water-repellent ripstop
- Three-piece fully adjustable hood
- Reverse coil zippers with extended pulls and zip garages
- Performance seaming and underarm gusset for optimal fit and mobility
- Secure fitted cuff
- Hem adjustments
- Three secure exterior pockets
- Two large interior stow pockets
- Black reflective branding

### **SEASONS Raincell Jacket**

An elevated water-repellent outer layer, the Seasons rainCELL Jacket features an adjustable hood with visor and bungee collar for wet weather protection. An extended cuff with hook and loop closure offers additional coverage and a secure fit. Internal seam sealing in key areas acts as an extra barrier so you can power through, whatever the forecast. Two bonded zip-front pockets provide convenient dry storage for everything—from phone to fuel.

rainCELL: Technical material constructions are engineered to help protect against rainy conditions and keep you dry

- Water-repellent stretch woven material
- Softshell designed to be layered
- Performance seaming for optimal mobility and fit
- Heat-sealed seams at hood and shoulder
- Water-repellent bonded zippers
- Storm flap with zip garage
- Three-piece fully adjustable hood
- Extended cuff with adjustable hook and loop closure
- Hem adjustments
- Two secure exterior pockets
- Interior hang loops
- Black reflective branding

### **SEASONS Raincell Pant**

Featuring stretch material, the Seasons rainCELL Pant provides water-repellent coverage without restriction. Reinforced articulated knees further the ease of movement and add durability, while an elastic back waistband with belt loops and full zip fly with hook and loop closure ensure a stay-put fit. The gusseted zipper ankle offers enhanced shoe coverage, and two bonded zip front pockets are ideal for stashing essentials. Adventure on—rain or shine.

rainCELL: Technical material constructions are engineered to help protect against rainy conditions and keep you dry

- Water-repellent stretch woven material
- Performance seaming for best mobility and fit
- Fully functioning fly with hook and loop closure
- Half elasticated waistband with belt loops
- Water-repellent bonded zippers with garage
- Gusseted crotch for comfort
- Four secure pockets, including interior stash pocket
- Reinforced articulated knees
- Lower leg zipper with gusset for maximum shoe coverage
- Black reflective branding

### **FAST-TRAC NITRO GTX**

Featuring a waterproof and breathable GORE-TEX upper, the FAST-TRAC NITRO GTX thrives in challenging conditions. A durable rubber PUMAGRIP ATR outsole provides reliable multi-terrain traction, while NITRO foam is ultra-responsive and cushioned. Light up your next adventure with sleek, reflective branding.

### **VOYAGE NITRO 2 GTX**

With waterproof GORE-TEX, the Voyage NITRO 2 GTX keeps moisture out while still offering ultimate breathability. The outsole is next level with innovative PUMAGRIP ATR—a durable rubber compound designed for harsh elements and tough trails. NITRO foam provides propulsion and cushioning, while the bootie construction ensures dirt stays on the trail.

### **DEVIATE NITRO 2 WINTERIZED**

Optimized for inclement weather, the Deviate NITRO 2 Winterized is an all-season upgrade to its award-winning predecessor. Featuring a water-repellent upper, the new iteration also

incorporates a full-length layer of premium NITRO Elite foam at the midsole for supreme cushioning and peak propulsion. A reworked PWRPLATE acts as a lever for maximum energy transfer at toe-off, while improved traction rounds out this tech-packed running shoe.

PUMA's **SEASONS Collection** will be available starting September 2022, on PUMA.com, PUMA Stores, and selected retailers worldwide.

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**PUMA**

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