

PRESS RELEASE



VOGUE

PUMA AND VOGUE COLLABORATE ON NEW COLLECTION

Herzogenaurach, Germany; August 25th, 2022 – Today, PUMA and VOGUE announced the launch of a new collaboration that combines the worlds of sport and fashion into a one-of-a-kind collection.

“Since 1892, Vogue has stood as the timeless epitome of fashion – depicting the trends of the past and present, and shaping those of the future,” mentioned Heiko Desens, PUMA’s Global Creative Director. “PUMA x VOGUE includes daring pieces that feature allover prints and bold branding for today’s sport-fashion mavens.”

The special collection, which includes apparel, accessories, and new takes on the PUMA Leadcat and PUMA Fierce sneakers, embraces a timeless sporty-streetwear silhouette punctuated by a bold color palette featuring black, white, and red. Select pieces will also feature VOGUE’s instantly recognizable logo, alongside the iconic PUMA cat.

“Vogue is thrilled to partner with PUMA at a time when sport is so at the forefront of fashion,” said Willow Lindley, Vogue Accessories and Collaborations Director. “This collection, the first of two Vogue X PUMA drops, combines the athletic aesthetic with the timeless approach to style that Vogue is known for.”

The PUMA x VOGUE Summer 2022 collection is available on PUMA.com and at select retailers, with a second drop to be released this winter. Follow @PUMA to learn more.

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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/>