

PRESS RELEASE



PUMA AND PALM TREE CREW'S FIRST LIFESTYLE COLLECTION MEANS SUMMER IS OFFICIALLY HERE



Herzogenaurach, July 17, 2023 – After multiple successful drops with PUMA Golf, crew love and summer vibes are at the center of PUMA and Palm Tree Crew's new lifestyle collaboration.

Showcased for the first time at Palm Tree Music Festival in the Hamptons on June 24, 2023, the collection starts with classic streetwear silhouettes, which are infused with preppy, golf-inspired touches, and summer-ready materials. Elevated with accents like embroidered details, palm tree graphics, and an exclusive monogram print created by PUMA and Palm Tree Crew, the apparel consists of a range of breezy and ultra-wearable silhouettes.

The co-branded Coach Jacket features a script logo and graphic on the rear, with the addition of PUMA and Palm Tree Crew logos on the chest. The monogrammed Short Sleeve Shirt and Shorts complete a matching set, while the Crew Sweater and Sweatpants offer a more relaxed look.

“This new lifestyle collection is so special to us because we are really expanding our brand and covering categories across golf and everyday wear. We wanted to create a new line that not only tied into the laid-back summer style but also day-to-day staples with cool accents and colors. We are really taking our partnership with PUMA to the next level and evolving into lifestyle, not just golf” said Myles Shear, co-founder of Palm Tree Crew.

The collection’s footwear offerings include the PUMA Suede, PUMA RS-X, PUMA CA Pro, and PUMA Leadcat in neutral, beachy colorways. The low-profile Suede features a contrasting hit of pastel green on the heel, while PUMA’s RS-X features Palm Tree Crew’s script logo emblazoned across the upper. The CA Pro features palm tree logos wrapped around the midsole, and the Leadcat remains a pool-friendly inclusion, boasting the collection’s monogram pattern across the forefoot. All styles come fastened with special gold palm tree hardware, plus perforated detailing, and co-branded elements throughout.

“I’m so excited to launch the new PUMA x Palm Tree Crew lifestyle collection. These pieces incorporate a more laid-back style and are perfect for day-to-day wear. I can’t wait to rep it at my upcoming shows and see it in the crowd!”, said Kygo, DJ, producer, and co-founder of Palm Tree Crew.

The first PUMA x Palm Tree Crew lifestyle collection will be available for early access on palmtreecrew.com on July 19, 2023, before going live on PUMA.com, PUMA flagship stores, and selected PUMA retailers starting on July 20, 2023.

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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 75 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 about 20,000 people worldwide, and is headquartered in Herzogenaurach/Germany.

About Palm Tree Crew

Palm Tree Crew is a lifestyle brand founded by Myles Shear and world-renowned DJ Kygo. Through luxury products and world-class events, their goal is to bring the carefree vibe of never-ending summer to people everywhere.

