



PRESS RELEASE

FOREVER SUEDE, FOREVER AUTHENTIC: A PUMA ICON



Herzogenaurach, February 22, 2024 – PUMA reintroduces the iconic Suede sneaker for 2024.

Named for its signature upper material, and its many classic colorways, the Suede's timeless shape and iconic Formstrip have remained constant and unchanging for half a century, at the same time, the meaning of the Suede has been reinvented countless times through the lens of different styles, cultures, and communities.

The 2024 Suede represents the diverse personalities behind this iconic silhouette, which is worn by a unique cast of faces in the latest campaign. This year, the PUMA Suede Classic returns in sizing for the whole family, in multiple nostalgic colorways.

The PUMA Suede has truly seen it all, and since 1968, the silhouette has been on a remarkable journey. Adopted into hip-hop and skateboarding, before being embraced by modern tastemakers who have made it their own, the Suede has lived a different life over each decade and each generation. The last 50 years have made it clear: no two Suedes are worn the same.

The PUMA Suede Classic is available starting February 24, 2024, from [PUMA.com](https://puma.com), PUMA flagship stores, and selected PUMA retailers.

Editor's Note

The Suede traces its roots back to 1968 when PUMA introduced its warm-up sneaker, the Crack, named after skilled athletes. Suede was selected as the upper material for its ability to be dyed various colors. This timeless sneaker has defied trends and preferences, owing to its minimal aesthetic. Today, the Suede's legacy spans across music, style, and sports, and the shoe has truly earned the title of iconic.

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PUMA

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