



LIBERTY.

PRESS RELEASE

PUMA AND LIBERTY LATEST COLLABORATION IS A STROLL IN THE META-GARDEN



Herzogenaurach, September 18, 2023 – PUMA and Liberty partnership is in eternal spring. This season marks a new range of essential silhouettes, elevated with luxe, floral details and accents.

Forming their ongoing partnership around the concept of a meta-garden, PUMA and Liberty introduce a special digital print for AW23. A camouflage of florals, the print is a verdant mosaic of different blossoming flowers, inspired by the Liberty archives, which is home to tens of thousands of historical fabrics, textiles, and patterns.

The digital print is used across apparel for adults and kids, including two matching sets, accessories, and footwear.

Essential basics arrive in the form of the Oversized Crew and Sweatpants, which showcase unique placement of Liberty and PUMA's custom floral print. The collection's second matching set, the patterned Woven Lightweight Blazer and Woven Pants are covered in an all-over print, in addition to the Oversized Reversible Puffer Jacket. Graphic T-shirts, as well as a Puffer Bucket and Puffer Tote, round out the assortment.

Some prefer to go barefoot in the garden, however, this latest collection includes the platformed Liberty x PUMA Mayze, available in a selection of two colorways.

The latest PUMA x Liberty collection is available starting September 21, 2023 from PUMA flagship stores, PUMA.com, PUMA stockists and in-store at Liberty

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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.

Liberty

Synonymous with the city its shop stands in, Liberty is a brand driven by discovery. Born in 1875 from the adventurous and disruptive spirit of Arthur Lasenby Liberty, the brand has remained true to its heritage and is famed for its print, fabrics, and design. Liberty continues to be associated with the world of arts and culture, building on its founder's legacy to seek out the new and the beautiful. Today, Liberty is recognised for its cultural collaborations, inspiring curation, and directional design. The iconic Regent Street shop encompasses six floors of fashion, beauty, Little Liberty childrenswear, accessories and homewares - bringing together the world's leading premium and luxury brands and housing them alongside its own Liberty range.