



PRODUCT BRIEF



THE PUMA X ART OF FOOTBALL COLLECTION FEATURING THE PUMA KING ULTIMATE AOF. LONG LIVE THE KING.

Herzogenaurach, Germany, 2nd November, 2023 — Global sports company PUMA has today launched the PUMA x ART OF FOOTBALL collection featuring the PUMA KING Ultimate ART OF FOOTBALL. The exclusive drop is a collaboration between PUMA and UK-based football lifestyle brand ART OF FOOTBALL. The classic KING features a retro aesthetic paired with the modern KING silhouette featuring PUMA's K-BETTER™ upper material and state-of-the-art KING technology for the next generation of football royalty.

The collection also features the PUMA KING 21 IT x AOF with an alpine snow base with black and gold detailing, the AOF Drill Top, AOF Tee and the AOF Making of a King Tee.

Some kings aren't born, they're made. Keeping the game beautiful since 1968, the new KING Ultimate AOF honors the iconic PUMA KING, utilizing the classic PUMA black base with an alpine snow and gold colorway with unique 'hand crafted' stitching on the upper with a bespoke

AOF KING logo.

The new KING takes inspiration from the legendary PUMA KINGS of the past and the legendary players who wore them. On the instep of the KING and illustrated on the insoles of the boots are five historic years that are connected to iconic moments of legendary KING players.

- **1966** – Eusébio
- **1970** – Pelé
- **1974** – Johan Cruyff
- **1986** – Diego Maradona
- **1990** – Lothar Matthäus

Control never felt more comfortable with the PUMA KING. Made with K-BETTER™, a non-animal-based upper material that outperformed the previous KING's leather in testing for touch, comfort, and durability. The lightweight outsole features an external heel counter, integrated stability spine, and conical studs, so you have as much control over your movement as you do over the ball.

As a step toward a better future, the upper of the KING is made with at least 20% recycled materials.

The PUMA x ART OF FOOTBALL collection is available at PUMA.com, www.art-of-football.com and specialist retailers from November 2nd.

REVEAL DATE: November 2nd, 2023, 9:00am CET

GLOBAL ISD: November 2nd, 2023, 9:00am CET

IMAGERY:

[PUMA x AOF Collection Imagery](#)

VIDEO:

YouTube Link: <https://youtu.be/1fXlug4C4M>

Embed Link: `<iframe width="560" height="315" src="https://www.youtube.com/embed/1fXlug4C4M?si=YCNdB-zAtURisL6m" title="YouTube video player" frameborder="0" allow="accelerometer; autoplay; clipboard-write; encrypted-media; gyroscope; picture-in-picture; web-share" allowfullscreen></iframe>`

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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.

ART OF FOOTBALL

Art of Football is a football lifestyle brand founded by two brothers from Nottingham who see clear parallels between the worlds of art and football; art is the human endeavor to stir emotions in others, and football does exactly this for millions of people across the world every week. Since 2013, the fan-led community has created art that captures the moments that move modern football fans most, resulting in a range of original merch and partner collabs that have placed AOF at the forefront of contemporary football culture. By exploring the intersections of football, fashion, and art, AOF aims to connect fans with everything that shapes the world's love of the game. Explore the collection and find out more at www.art-of-football.com.