

PRESS RELEASE

NOW SERVING: DUA LIPA AND THE PUMA PALERMO ARE LIVING THE SWEET LIFE



Herzogenaurach, October 10, 2023 – PUMA continues its ongoing celebration of the classic Palermo sneaker.

For the latest chapter of the first-ever Palermo campaign, Dua Lipa and PUMA set the table for a special dinner party in a historic Italian villa. The Palermo is the guest of honor, pictured in a backdrop of fresco artworks and fresh produce.

Photographed by Francesco Nazzardo, mixing playful and candid visuals, the images showcase the Palermo as a white tablecloth aperitivo, arriving in a range of new and vibrant colorways. Dua Lipa dons the timeless low-top, featuring a signature tag on the

upper, a T-toe construction, and the classic gum outsole. The global star styles the sneaker with oversized sportswear, jeans, and team-colored tricots, channeling a modern terrace aesthetic.

“Shooting in an incredible Italian villa was the ideal backdrop for a campaign celebrating a timeless classic like the Palermo. The new colorways are so versatile and striking, and can be styled in so many ways. I know my fans will serve us a multitude of looks and I look forward to seeing how everyone incorporates them into their own personal style” says Dua Lipa.

The Palermo was originally part of a series of PUMA sneakers that toasted to some of Europe’s most famous capitals, including London, Oslo, and many more.

The PUMA Palermo is available in new colorways now from [PUMA.com](https://puma.com), PUMA flagship stores, and selected retailers, with much more to come in 2024.

Note to Editors

The PUMA Palermo originally made its debut in 1980s football stadiums, where it was a staple amongst the terrace crowd. Part of PUMA’s storied history, to this day, the Palermo’s unmistakable DNA evokes a deep sense of football nostalgia.

PUMA’s 2023 bring-back features new colorways, complete with a retro T-toe construction, a classic gum sole, and the shoe’s signature tag featuring PUMA lettering in gold. Lastly, PUMA’s cat logo can be found on the shoe’s heel.

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PUMA

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