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FASTER.**

PRESS RELEASE

## **PUMA UNVEILS CLOUDSPUN COLLECTION: THE SOFTEST EVER PERFORMANCE GEAR**

- The CLOUDSPUN Collection unlocks a new level of softness. Built for comfort and confidence to support every workout
- The super-light CLOUDSPUN material features 4-way stretch for unrestricted movement and brushed fibers for softness you simply must feel to believe
- The launch capsule includes a selection of high-waisted women's tights and long-sleeved top, and men's breathable tee, full-zip jacket and 7" shorts
- The collection launches on July 1<sup>st</sup> 2024

**Herzogenaurach, 17 June, 2024**

Engineered for the ultimate combination of comfort and performance, PUMA unveils the new CLOUDSPUN Collection, their softest training gear yet.

CLOUDSPUN has been a PUMA apparel technology for some time. Born out of PUMA Golf in 2020, this new line features PUMA's uniquely soft CLOUDSPUN fabric, which offers unparalleled softness, 4-way stretch for unrestricted movement, and moisture-wicking technology. The launch capsule is comprised of five hero men's and women's products designed to support performance.

The CLOUDSPUN Collection is built for comfort and confidence – no matter how you work out. Whether you're training for your HYROX debut, practicing yoga or off to run a 5K, CLOUDSPUN ensures you stay focused and comfortable.

At the heart of the CLOUDSPUN collection is PUMA's innovative fabric technology. The custom-milled performance poly/spandex blend delivers a cotton-like softness while meeting high-performance standards. The 4-way stretch fabric moves with the body, ensuring a near-custom fit for unrestricted movement. Additionally, PUMA's proprietary brushing process enhances the fabric's softness, making it a standout choice for all types of training.

CLOUDSPUN apparel is loaded with dryCELL fibers that effectively wick moisture from the skin, keeping wearers dry and comfortable during even the most intense workouts. This combination of softness, stretch and moisture management sets a completely new standard in training apparel.

"No matter how hard the workout, you deserve the softest training gear. Our goal with CLOUDSPUN was to create the softest training gear on the market, without compromising on performance," said Erin Longin, Vice President Run/Train at PUMA.

“CLOUDSPUN isn’t just soft, it’s soft on another level, and we believe that when you feel good, you perform better. With CLOUDSPUN, we’re pushing the boundaries of performance technology so that you can push your limits in training.”

The PUMA CLOUDSPUN Training Collection includes:

**1. CLOUDSPUN Soft High-Waist Tights Women | 525771**

Your hardest workouts just got a whole lot softer. Featuring CLOUDSPUN, PUMA's comfort-first fabric that's ultralight and sublimely soft, these tights are built to move with you. Add a flattering look to your routine with a high-rise, full-length fit offers versatile coverage and pockets to keep your stuff safe. See what a little ultra-softness can add to your hardest workouts with CLOUDSPUN.

**2. CLOUDSPUN Soft Breathable Tee Men | 525711**

Stay focused in your workout with this ultra-soft, breathable tee. This tee's ergonomic cut lines and ultralight CLOUDSPUN fabric give you full range of motion while keeping you comfortable no matter how you work out. Featuring mesh inserts and DRYCELL technology that wick sweat to keep you dry when training intensity hits high gear. Peak performance, meet peak softness.

**3. CLOUDSPUN Full-Zip Jacket Men | 525718**

Add some ultra-softness to your hardest training sessions with this full-zip jacket engineered for peak performance and complete comfort. Unleash your full range of motion with ergonomic cut lines and raglan sleeves. Featuring ultra-soft CLOUDSPUN materials to keep you focused and dryCELL fibers to wick sweat away, so you stay comfortable – no matter how you work out.

**4. CLOUDSPUN 7" Knit Shorts Men | 525715**

Power through your hardest workouts with supreme softness. These 7" inseam shorts feature PUMA's comfort-first CLOUDSPUN fabric for softness you simply have to feel to believe. Adjustable waistband and side pockets provide an ideal fit and storage for your essentials. Add some softness to your training apparel and push harder with the CLOUDSPUN 7" Knit Shorts.

**5. CLOUDSPUN Long Sleeve Top Women | 525775**

Performance (and comfort) just reached new heights. This long sleeve top powers the hardest workouts with ultra-soft CLOUDSPUN materials and moisture-wicking dryCELL fabrics to keep you comfortable. It's not just soft – it's soft on another level.

The CLOUDSPUN Collection will launch on July 1<sup>st</sup> 2024 in selected retailers, instore and on PUMA.com.

For more information, please visit: [www.puma.com](https://www.puma.com)

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## **PUMA**

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