



PRESS RELEASE

PUMA and FLGNTLT celebrate car culture and JDM racing icons with the Evolution Super Series Collection

Herzogenaurach, Germany – 08 December 2022 — Global sports company PUMA together with German streetwear brand FLGNTLT are celebrating an exciting crossover between car culture and Japanese motorsport with a new Autumn Winter 22 collection titled “Evolution Super Series”.

Inspired by the iconic liveries emblazoned on mid-90s and early 2000s Japanese National GT race cars; such as the 1996 PUMA GTO N1 Taikyu which raced in the Suzuka 1000km, and the 2000 PUMA Lancer EVO VI Super Taikyu run by the Test & Service Team. The exciting new collection creates an instantly recognisable aesthetic to fans of Japanese Domestic Market - JDM - endurance racing.

While the collection’s graphics and colour tones are deeply rooted in the Japanese endurance racing scene, it also celebrates PUMA’s long standing history in motorsport as a proud sponsor of some of the era’s most recognisable racing teams and machines. Translating this incredible racing legacy to the street; the Evolution Super Series collection features carefully curated pieces of outer- and inner-wear apparel, as well as three different choices of footwear.

The outer-wear lineup consists of the PUMA X FLGNTLT Corduroy Jacket, and PUMA X FLGNTLT relaxed fit pants - which combine a street style with workwear inspired elements. Fans can also choose from three colourways of the PUMA X FLGNTLT Hoodie (black, cream, green), while the PUMA X FLGNTLT T-shirt lineup is available in black, cream, green and blue.

What’s more the PUMA X FLGNTLT Evolution Super Series features three choices of footwear - each specially tailored to match the collections racing inspired style. The PUMA FLGNTLT Slipstream INVDR takes the key features of a classic basketball silhouette sneaker and redefines them with fresh streetwear cues and dynamic lines. The PUMA FLGNTLT Speedfusion sneaker combines an innovative sporting shape with a classic motorsport style, while incorporating classic Japanese racing inspired design cues. A relaxed option after the chequered flag has dropped is also available with the PUMA FLGNTLT Leadcat 2.0 Slides.

Get the iconic JDM racing style with the PUMA X FLGNTLT Evolution Super Series collection; Available exclusively on flgntlt.com from 8th December at 6pm CET, and puma.com from 10th December.

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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. <https://about.puma.com/>