



PRESS RELEASE

DREAMS WORK TOO. KYLE KUZMA ANNOUNCES SECOND COLLECTION WITH PUMA HOOPS

Somerville, Massachusetts – October 30th, 2023 – Kyle Kuzma, renowned NBA champion and entrepreneur, and his lifestyle brand Childhood Dreams, have once again collaborated with PUMA Hoops to launch their second Childhood Dreams Collection. This collection not only reflects Kuzma's distinctive style and artistry, but also carries the message that dreams can take you anywhere, whether on or off the basketball court.

Kyle Kuzma's latest collection draws its inspiration from his own personal journey, where he pursued his childhood dream of becoming an NBA star. This initiative aims to inspire others to chase their own dreams, emphasizing that "Dreams Work Too." The collection is a fusion of hard work and high fashion, featuring retro color blocking, work shirt inspired design elements, retro aesthetics, and unique design elements that resonate with Kuzma's individual style.

The Childhood Dreams main event is the brand's latest All-Pro NITRO silhouette. Designed for explosive moments on the court, this fashionable take on the performance shoe is like no other. The Childhood Dreams All-Pro NITRO features NITRO™ SQD foam: a soft inner layer of NITRO™ foam for cushioning combined with a firm outer layer of NITRO™ foam for multi-directional movements.

Key apparel items within the collection include the dreaming shirt, characterized by its quarter-zip collared neck, which adds a touch of sophistication to its sporty design. The dreaming pant prioritizing comfort and adjustability with featured drawcords at the waistband for everyday wear, as well as the oversized Mesmerize Tee, offering a relaxed fit, catering to various style preferences.

The Childhood Dreams Collection by Kyle Kuzma in collaboration with PUMA Hoops is set to hit stores on November 3rd, creating anticipation among fans and fashion enthusiasts alike. The collection will retail for \$45-\$225 and will be available at PUMA.com, the PUMA mobile app, the PUMA NYC Flagship store and at Foot Locker, Kids Foot Locker.

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