

PRESS RELEASE



PRONOUNCE

PUMA AND PRONOUNCE DEBUT TECHY NEW SILHOUETTES TOGETHER

Herzogenaurach, Germany; January 14th, 2021 — Global sports company PUMA and designer brand PRONOUNCE are partnering together again for a sophomore collection of eye catching designs.

This season of **PUMA x PRONOUNCE**, titled “Progressive Line,” is exploring the world of commuting through the use of technical silhouettes made for urban territories. The collection features a futuristic and progressive design language, visible through technical and premium materials, interesting trim executions, and a bold color story and graphics.

The apparel is the highlight of this drop, using multiple fabric and detail executions. Design accents like towel jacquard, metal, and graphics in a puff print offer a bold look. The matching **Toweling Polo** and **Long Shorts** offer a standout look with a unique graphic pattern embossed on the fabric. The collared **Women’s Jacket** re-interprets a denim jacket in a monochrome tech look, made with a chromatic RainCELL material to protect against the elements. The **Men’s Windbreaker** also uses RainCELL, arriving in monotone black and grey options with a hood and branded Spanish buckles on the front. Further apparel includes graphic tees, hoodies, and half zips.

Along with a backpack and bucket hat, a futuristic **Triangle Portable Cross Body Bag** rounds out the accessories offering in a silver metallic effect print with a coin pouch, adjustable webbing shoulder straps, and co-branded **PUMA x PRONOUNCE** embroidery on the front panel. While primarily apparel and accessories focused, the selection also includes the **Suede Mayu 2** footwear style for women.

Based across both Milan and Shanghai, PRONOUNCE was founded in 2016 by Yushan Li and his creative partner Jun Zhou. The high-end brand reflects the pairs’ shared love of handcrafted garments, and a desire to perfect the creation of truly global, truly genderless clothing.

Take a step into the future when the **PUMA x PRONOUNCE** collection drops on PUMA.com, PUMA stores and select retailers on February 17th.

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Media Contact:

Alberto Turincio, Sportstyle PR Global – alberto.turincio@puma.com

Liz Smith, Sportstyle PR Global – liz.smith@puma.com

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. www.about.puma.com

PRONOUNCE

PRONOUNCE is a designer brand established by Yushan Li and Jun Zhou in 2016 who are now based in Milan and Shanghai. Yushan and Jun share the same aesthetics, focusing on developing hand crafted heritage reflecting on modern wardrobe, "Gendering Sharing" is DNA of PRONOUNCE.