

PRESS RELEASE



NEMEN®

PUMA AND NEMEN'S SPY-CAMOUFLAGE COLLECTION TAKES INSPIRATION FROM PROTOTYPE SUPERCARS

Herzogenaurach, Germany; November 17, 2022 – PUMA and NEMEN deliver an exhilarating camouflage-wrapped collection of apparel, footwear, and accessories for Fall 2022.

The collaboration draws from the elite world of supercar prototypes, which are often obscured with specialized, anti-spy camouflage wrap. Together, PUMA and NEMEN developed an exclusive pattern inspired by these optical illusions of the automotive industry, which are intended to distort and conceal the shapes and angles of prototype cars.

This special pattern is applied across a range of jackets, pants, knits, and accessories, creating a visually impactful collection that also offers technical credentials. Military-inspired details also act to elevate the designs and add real functionality across the assortment.

An experimental brand that lives at the intersection of extreme functionality and high fashion, NEMEN's expertise in technical garments is evident throughout. Highlights include the 2-in-1 Three-Layer Jacket featuring a removable liner and an integrated disc-system in the hood for adjustability, as well as the Utility Vest with built-in elastic belt. On the accessory side, we find a knitted Balaclava and Gloves, while the footwear offerings comprise a "Spy Camo" PUMA Suede and a matching Blaze of Glory Mid featuring an alluring knitted upper.

Offering true technical innovations, all while staying true to the essence of NEMEN's design philosophy, the PUMA x NEMEN Fall 2022 apparel collection will drop November 19th, 2022, from PUMA.com and selected retailers with prices ranging from 45 to 650 EUR. The footwear will be available during the first quarter of 2023, follow @PUMA and @nemen_italia for updates.

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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>