



PRODUCT BRIEF



THE NEYMAR JR. CREATIVITY COLLECTION

Herzogenaurach, Germany – March 18, 2021 - Sports company PUMA has today launched the Neymar Jr. Creativity collection featuring the ground-breaking new FUTURE Z 1.1 Creativity football boot alongside bespoke Neymar Jr. jersey, shorts, training accessories and off-pitch apparel.

The FUTURE Z 1.1 Creativity pays tribute to the game's most exciting players, the creative mavericks who stand out with skill and speed of thought, shaping the game to their vision with every move, every play, every action to drive the opposition crazy.

The FUTURE Z is built around an adaptive FUZIONFIT+ compression band that provides optimal lock-in and support for explosive movements. The upper is made of an innovative knitted material coated with a thin layer of GripControl Pro to provide superior touch and ball control. A unique cutting-edge Dynamic Motion System outsole has been developed for advanced traction to unleash your creativity.

Athlete or Artist. On the pitch or on the streets. Creativity knows no boundaries. It goes beyond convention, and so does the Neymar Jr. Creativity collection, featuring vibrant street worthy graphics and splashes of color representing joy and inspiration to celebrate the game's most creative playmaker.

Be an artist on the pitch with the Neymar Jr. Creativity collection available from March 18th at PUMA.com, PUMA stores and at leading football retailers worldwide.

The PUMA FUTURE Z 1.1 Creativity football boot will make its professional debut when Neymar Jr. takes to the pitch in the upcoming PSG vs Lyon Ligue 1 fixture on March 21st.

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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/>