



PRESS RELEASE

PUMA'S ACE-WORTHY GV SPECIAL ARRIVES IN AN ELEVATED TRIO OF COLORWAYS



Herzogenaurach, July 18, 2024 – Pulled from PUMA's extensive archive, the GV Special receives an elevated update for 2024 in the form of three clean, court-inspired colorways, and under the title of GV Special Base.

Conceived under the standard of "Something Special," this new trio of premium executions retains the GV Special's court DNA, incorporating timeless green, cream, and grey tones. PUMA's wordmark and leaping cat insignia appear on the tongue, while debossed "PUMA GV Special" lettering are subtly stamped just under the shoe's top eyelet.

Channelling court aesthetics through a fashion lens, the campaign shows the GV Special Base accompanied by a chic wardrobe that blends tennis inspiration with preppy styling.

Originally introduced in the 1980s and named the PUMA California, the training silhouette was described as “universal” by PUMA catalogs. The heritage low-top silhouette is best known for its ultra-cushioned sole unit, as well as features like its tumbled leather upper and perforated toebox. Later renamed the GV Special for Argentinian tennis maestro Guillermo Vilas, the shoe became a favorite of terrace subculture, as football casuales developed a taste for performance models like the GV Special, pairing them with dark, straight-legged jeans.

The PUMA GV Special Base is available starting August 3, 2024, from PUMA.com, PUMA flagship stores, and selected PUMA retailers.

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PUMA

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