



PRESS RELEASE

A NEW PERSPECTIVE: PUMA REIMAGINES THE CLASSIC MIRAGE SHOE

Herzogenaurach, Germany; December 3rd, 2020 — Sports company PUMA's newest product franchise, the Mirage, is adding a new perspective to a classic from the Archive. The **Mirage Mox** is the latest addition to PUMA's growing selection of Futro styles, a mashup of retro sneakers with futuristic inspiration. Mirage Mox takes design cues from the '90s running shoe and transforms them for today's sneakerheads.

The Mirage has been in the PUMA family for close to half a century, first introduced as a lightweight track and field shoe and then reissued as a jogging shoe in the 1990s with a die-cut eva midsole.

Today's revamped design brings a new perspective to street style with its Futro look. The **Mirage Mox** is inspired by the world of electronic music and DJs with trippy colors, eye-catching layers of materials, and futuristic elements. The iconic overlay on the forefoot is a direct link back to the Mirage OG and plays homage to the shoe's history but is redesigned to have a less retro-running look. Details like the unique TPU piece in the heel and bright accents of color bring a fresh take to this classic silhouette.

Remix your style when the **Mirage Mox** drops on December 4th. Lookout for more futuristic styles in 2021, when additional colorways and new designs will join the growing Mirage family with a unique partnership that will bring its DJ inspiration to life.

Retailing for \$XXX, Mirage Mox will be available on PUMA.com, PUMA stores, and select retailers worldwide.

###

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