

PRESS RELEASE



PAST MEETS FUTURE WITH PUMA'S NEW MIRAGE SPORT

Herzogenaurach, Germany; June 5th, 2021 — Global sports company PUMA expands its Mirage franchise with its hot new addition, the Mirage Sport. Taking cues from the archive and mixing them with contemporary design elements comes this new style inspired by the energetic, trippy world of DJ culture.

Mirage Sport is a successor in a long lineage of Mirage shoes that started back in the 70s. The design team worked hard to bring PUMA's FUTRO design language forward, playing with archive references and mashing them with futuristic details. The color palette is muted, almost washed-out to keep the attention on the richness of the materials and the construction of the shoe.

"For the initial drop we wanted to expose the manufacturing process and the imperfections that come in the early sampling process of a sneaker," says Danny Taylor, PUMA's Design Lead for Sportstyle Footwear. "This can be seen through exposing the foam under the collar, exaggerating the loose edges of the materials and various elements that are intentionally disconnected from the upper to emphasize the overall layering."

The new addition to the growing range of Mirage will be available starting June 5th in PUMA Stores, PUMA.com, and select retailers worldwide with a retail price of \$XXX. New colorways will be available through the rest of 2021.

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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. www.about.puma.com