



PRESS RELEASE

DJ SNAKE'S FAVORITE PUMA SHOE DROPS IN A BRIGHT NEW COLORWAY

Herzogenaurach, Germany; April 1st, 2021 — Sports company PUMA is dropping its latest bright colorway of the all-new **Mirage Tech**, a DJ inspired silhouette worn by PUMA ambassador DJ Snake— he can be seen wearing the bold style around Paris in new campaign images.

The Mirage takes inspiration from the PUMA archive and brings a new perspective on street style, using inspiration from the world of DJs and electronic dance music (EDM). The Mirage OG was first introduced over half a century ago, it was originally released as a lightweight track and field shoe and reissued as a jogging shoe in the 90's.

PUMA's **Mirage Tech** is part of PUMA's growing selection of Futro styles, a mashup of retro sneakers with futuristic inspiration. This revamped style features trippy colors, eye-catching materials, and futuristic elements taking inspiration from the lights, energy, and atmosphere of EDM shows. This drop features a lighter grey color option with bright, bold accents of blue and yellow.

The latest Mirage Tech drops on PUMA.com, PUMA stores and select retailers on April 1st.

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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