



PRESS RELEASE

PUMA and PORSCHE unveil Crews Go Summer Collection

Herzogenaurach, Germany, 2nd April 2024 – Global sport company PUMA, together with Porsche, are thrilled to announce the launch of their latest collaboration: Crews Go Summer Collection.

Inspired by the exhilarating speed of the road and the thrilling rush of riding waves, this collaboration redefines summer fashion with a seamless blend of automotive excellence and coastal vibes.

As summer approaches, this collection celebrates the shared passion for speed and style, bringing together the worlds of automotive excellence and coastal living like never before. The Crews Go Summer Collection is designed for those who embrace life in the fast lane and on the open water. Whether you're hitting the pavement in a Porsche or catching waves along the coast, these pieces ensure you not only look the part but embody the essence of an endless summer.

From sleek shirt adorned with bold graphics to versatile hoodies and accessories, every item in the Crews Go Summer Collection, a unisex line, reflects the dynamic energy of summertime adventures. Featuring a regular fit hoodie for all-day ease, twill fabric shorts equipped with two carpenter's pockets complete with a key loop. Complementing the ensemble is the shirt, also in a regular fit and twill fabric, adorned with carpenter's panels accented by silver rivets for a touch of industrial charm. To complete the outfit, you can pair it with the Puma CA Pro as well as a cap in the same colorways.

Whether you're exploring city streets or embarking on a road trip, this collaboration ensures that you not only feel like part of the Porsche team but also look the part wherever summer takes you.

The Porsche Crews Go Summer Collection will be available for purchase at selected PUMA stores as well as online at puma.com and also on Porsche-design.com and shop.porsche.com.

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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 75 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 about 20,000 people worldwide, and is headquartered in Herzogenaurach/Germany.

PORSCHE

Porsche is an iconic brand synonymous with high-performance sports cars and a rich motorsport heritage. With a legacy that spans over 75 years, Porsche has achieved remarkable success on racetracks worldwide, securing numerous championships and victories. From endurance racing, such as the prestigious 24 Hours of Le Mans, to series like Formula E and GT racing, Porsche consistently embodies engineering excellence and passion for motorsport.