



PRESS RELEASE

WINNING IN STYLE: PUMA AND NOAH INTRODUCE LATEST COLLECTION



Herzogenaurach, Germany; June 5, 2024 – Inspired by the notion of style as an extension of winning spirit, PUMA and Noah continue their collaboration, commemorating the unrelenting passion for sportsmanship, and the individual triumphs that define great athletes.

Expressed through archival graphics, premium fabrics, and elevated detailing, the collection's driving concepts create a range that embodies classic varsity sportswear, with highlights that include made-in-Japan footwear.

Apparel features items like the nostalgic Jet Sleeve Tee, plus the Graphic Tee that features a punk rock-inspired chest logo. Featuring a V-neck cut and ringer-inspired silhouette, the Mesh Practice Top comes with a collegiate-inspired graphic designed by PUMA and Noah, complemented by the matching mesh Lacrosse Shorts. The cut-and-sew Painter Pants in a “Future Pink” colorway features workwear-inspired pockets, while the Super PUMA mascot makes another appearance on the back pocket label. A 6-panel BB Cap with wool shell and archival PUMA logo completes the range.

For footwear, the made-in-Japan PUMA Suede is rendered in a subtle brown color scheme and features Noah’s equal-arm cross logo and leather liner, as a follow-up to PUMA and Noah’s made-in-Japan Clyde from 2023. Noah also reintroduces the PUMA Star, a re-issue of the PUMA Wimbledon, a professional tennis shoe from the late ‘70s, which was never released in the USA at the time. The 2024 Star features a textile upper with contrasting leather Formstrip, a co-branded tongue label, and Noah’s cross logo once again appearing on the heel.

The latest from PUMA x Noah is available exclusively from noahny.com and Noah stores starting on June 8, and at selected retailers worldwide.

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PUMA

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