



PRODUCT BRIEF

PUMA and Scuderia Ferrari Launch "A New Era"

Herzogenaurach, 11th January 2024 – Global Sport Company PUMA together with Scuderia Ferrari proudly presents the Spring/Summer 2024 collection that ushers in a new era of collaboration, blending sport contours, fast lines, and innovative body-mapped designs. The collection's aesthetic draws inspiration from the dynamics of high-speed racing, seamlessly blending the distinctive style of PUMA with the iconic design elements of Scuderia Ferrari.

"A New Era" encapsulates the spirit of innovation and sophistication, with each piece featuring intricate body-mapped contours that accentuate the natural movement of the body. This range redefines the boundaries of style and performance, introducing a refreshing palette that includes colours rarely seen in a PUMA & Scuderia Ferrari collaboration, such as pink lilac and vine, harmoniously complemented by the signature speed yellow and rosso corsa. This unexpected infusion of colors adds a touch of modernity and energy to the premium collection, symbolizing the evolution of the partnership between PUMA and Scuderia Ferrari.

"A New Era" takes a bold step with a premium approach, featuring muted logos that enhance the sophistication of each piece. The understated branding allows the design and craftsmanship to take center stage, reflecting the commitment to a refined and elevated aesthetic.

This collection can be found online at puma.com and store.ferrari.com, as well as selected retailers.

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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.