

PRESS RELEASE



INSPIRED BY TECH: PUMA LAUNCHES NEW OP-1 PWRFRAME FRANCHISE

Herzogenaurach, Germany; May 14th, 2021 — Sports company PUMA brings newness this season with **OP-1 PWRFrame**, an innovative style fusing street and vis-tech, standing out with a progressive design and futuristic feel. With new and exciting drops every month, the PWRFrame franchise will surely captivate every sneakerhead's eyes.

The **OP-1 PWRFrame** emphasizes pure functionality through an almost simplistic approach, taking architectural structures as a basis behind the design inspiration, while simultaneously creating a bold look through the overall silhouette.

"The design emphasizes functionality through a collage of contrasting construction techniques and manufacturing processes," says Danny Taylor, Lead Sportstyle Designer for PUMA. "The PWRFrame component defines the overall vibrant look and shape of the shoe. It splices through the two-part midsole and loops around the heel, giving the design its unique aesthetic and DNA, while still retaining enough simplicity to communicate its functionality."

The **OP-1 PWRFrame** plays with a contemporary and clean design. The upper contrasts more technical processes, like bonding and embroidery, with traditional overlay elements for a streetwear focused design. Neon accents on the PWRFrame component appear throughout all the **OP-1 PWRFrame** styles to draw attention to this new tech. It features a continuous ring of support from heel to midfoot – providing optimal comfort. Serving as the connecting structure between specific points on the shoe that require stability, the aesthetic of this element represents a more industrial approach.

The style will debut in May and be followed by a series of additional colorways throughout the summer. Step into the future with **OP-1 PWRFrame** when it drops on PUMA.com, PUMA stores and select retailers on May 15th.

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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