



## PRESS RELEASE

### PUMA REINVENTS RS SNEAKER LINE-UP WITH THE DARING RS-FAST

**Herzogenaurach, Germany; October 13<sup>th</sup>, 2020** — Sports company PUMA has made a bold and colorful addition to its iconic RS sneaker franchise by launching the RS-Fast, which takes cues from the early 2000s and blends in futuristic aesthetics.

The RS-Fast is made for the next generation of sneaker lovers, those who are not afraid of daring styling ideas and colorful garments. The RS-Fast's design features bold branding and highly visible graphics.

The RS family of sneakers has its roots in the 1980s, when PUMA launched its first shoes with "Running System" cushioning technology. In recent years, PUMA has reinvented this style, though the signature RS elements, such as a bulky silhouette, remain highly recognizable in all RS models.

For the RS-Fast, PUMA moved a minimized formstrip to the midsole, while the company's leaping cat logo was added directly to the side. This drop features athletic colorways and features mesh and textile uppers with suede and synthetic overlays, updated midsole pods, and a new TPU heel.

Run and grab your pair when the **RS-Fast** drops on PUMA.com, PUMA stores and select retailers on October 14<sup>th</sup>.

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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 14,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.puma.com/>