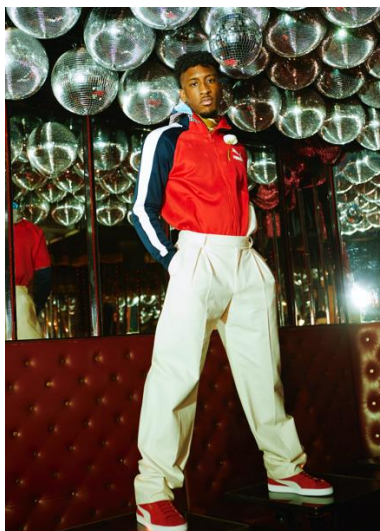




## **MEDIA ALERT**



### **THE SPEED DISCO KING: KINGSLEY COMAN TALKS FOOTBALL & FASHION WITH SEPP MAGAZINE**

Herzogenaurach, Germany – June 28, 2021 – Global football star and PUMA athlete Kingsley Coman has graced the cover of prestigious football fashion magazine SEPP to talk THAT 2020 Champions League winning goal, the latest trends in men's fashion and gives an exclusive look behind the curtain of his incredible journey to football stardom, having captured his 10<sup>th</sup> consecutive league title.

In the iconic Paradiso, one of Munich's most storied discothèques, Kingsley serves up looks every bit as memorable as his on pitch heroics with key looks handmade by Germany's leading bespoke tailor, Detlev Diehm, complimented with hand-stitched PUMA archive pieces. Elegance is the latest trend in Men's fashion and Coman takes this to new levels showing a never-before-seen side to The Speed Disco King.

Launched in 2002, SEPP magazine is a football fashion publication that taps into players rare ability to convey and magnify style trends. SEPP showcases football's biggest personalities, the cross over culture and fashions relationship with sport. Published every two years for the World Cup and European Championships, SEPP features world famous football players modeling for bespoke fashion shoots, showcasing the off-pitch personalities of the stars of the beautiful game.

SEPP Magazine Nr.11 is available to purchase [here](#)

View exclusive behind-the-scenes content of the shoot with additional insights from Kingsley Coman, PUMA Creative Director Heiko Desens, bespoke tailor Detlev Diehm and SEPP founder Markus Ebner [here](#)

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**CONTENT:**

Photo credit - Julia von der Heide for SEPP Football Fashion

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**PUMA**

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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. <https://about.puma.com/>