



PRESS RELEASE

PUMA together with Ferrari generate fusion of Sportscars and fashion design with the launch of the Ferrari ION F sneakers by PUMA

Herzogenaurach, Germany – 14 June, 2021 — Global sports company PUMA together with Ferrari join forces to launch the ION F footwear featuring an elevated and thoughtful design. The Ferrari ION F sneakers by PUMA is part of Ferrari's fashion-led collection taking inspiration from the factories constructing the iconic Italian sportscars.

Ferrari evolved their legacy of Sportscars from day one designing remarkable silhouettes and generating pure power on the streets. PUMA got inspired by the aerodynamics and engine boost of those icons featuring the Prancing Horse. The elevated shoe design of PUMA and Ferraris latest collaboration - called ION F – embraces iconic features of the Ferrari SF90 Stradale translated directly into the footwear. The shape of the reflective TPU panel in the rear of the shoe wrapped by a PU Foam gathered the inspiration by the dynamic front spoiler of the SF90. Clean and rich mesh materials on the upper with a knitted sock construction generate a jaw-dropping look without compromising comfort. The premium magnetic fit-lock buckles up your feet for the next G-force driven serpentine road.

The ION F is part of Ferraris new fashion collection. The range is inspired by the connection of the curves of Ferrari cars and the human anatomy highlighting the link between clothing, car and body design choices that translate into a robotic outlook. The capsule is an act of translation, both visual and functional. It originates in the iconic design of well-known Ferrari cars, that have been studied, dissected, morphed and ultimately turned into wearable items.

Don't miss your fusion of cars, anatomy and design! The Ferrari ION F sneakers by PUMA is available now in selected PUMA and Ferrari stores and online on puma.com and ferrari.com.

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