



Butter

PRESS RELEASE

A FIRST LOOK AT THE CORDUROY BASKET FROM PUMA AND BUTTER GOODS

Herzogenaurach, Germany; June 21st, 2021 — Sports company PUMA and Australian skate label Butter Goods are announcing a new partnership between the brands, set to begin this June. The two will come together for collections heavily inspired by nostalgia and the '90s.

Founded in Perth, Australia in 2008, Butter Goods first began as a way to celebrate the love of music and skateboarding the founders grew up on. Those connecting to the nostalgia grew the brand's worldwide community, and today the brand exists in a place where skateboarding and music collide, inspired by the different counter cultures that were born through those movements.

With both brands anchored in sports heritage, it seems a natural fit that a special **PUMA x BUTTER GOODS Basket VTG** is being released to kick off the partnership. The full collection takes inspiration from sports advertising in the late '90s and early 2000's and is set to be released in August.

Giving it a nostalgic feel, the **PUMA x BUTTER GOODS Basket VTG** comes in a cream, corduroy upper with a white stitched formstrip. Also included in the pre-release is a white graphic tee, featuring a vintage logo of the PUMA cat sitting on top of the Butter Goods logo.

Grab the exclusive first drop of **PUMA x BUTTER GOODS** on June 24th when it drops on PUMA.com, PUMA stores and select retailers. Stay tuned for the full collection set to release later this summer.

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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