



PRESS RELEASE

DANIELLE GUIZIO BRINGS HER ONE-OF-A-KIND TOUCH TO THE PUMA SPEEDCAT



Herzogenaurach, September 12, 2024 – PUMA teams up with New York-based designer Danielle Guizio who brings her distinctive spin to the Speedcat.

Guizio's first official collaboration with PUMA debuts with a limited-edition Speedcat Mesh. The self-taught designer brings her feminine perspective to the low-top Speedcat, adding distinct details and new materials. The limited friends-and-family release features lime and cream colorways with a gum sole, and a special "Guizio" tab on the upper to commemorate the collaboration.

Following this initial release, Guizio will further infuse her contemporary style into the performance racing shoe-turned-streetwear staple, with a second black and white colorway launching at the end of the year.

Originally released in 1999, the Speedcat is a performance footwear design conceived for F1 racing. Embraced by the world of fashion and sneaker culture in the mid-2000s, the Speedcat was officially reintroduced by PUMA in June 2024.

The PUMA x Danielle Guizio friends-and-family Speedcat Mesh will be available exclusively at the brand-new GUIZIO flagship store at 81 Greene Street in New York City, starting September 11.

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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 75 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 about 20,000 people worldwide, and is headquartered in Herzogenaurach/Germany.

DANIELLE GUIZIO

New York-based designer Danielle Guizio founded her namesake womenswear label in 2014. Capturing the essence of subversive sensuality and boldness, the designer is inspired above all to empower the wearer and celebrate the female form. The ready-to-wear collection celebrates the modern-day woman who aims to deviate from the traditional and push boundaries in all aspects of life. Woven knits, structured suiting, and signature corsets are emboldened with asymmetrical details, purposeful cut-outs, ruching, and custom hardware.