



KIDSUPER BRINGS CREATIVITY TO NEW LEVELS IN LATEST PUMA COLLECTION

Herzogenaurach, Germany; March 11th, 2021 — PUMA and creative artist collective KidSuper Studios are back for another football-inspired, co-branded collection, which is infused with boundless imagination and continues to explore KidSuper's artistic and experimental way of thinking.

KidSuper Studios is a homegrown artist collective based in Brooklyn, New York. In 2021, this circle of creatives joins with PUMA for a second season, offering their unique perspectives for a series of unexpected collection pieces. Bringing KidSuper founder Colm Dillane's artwork to life, PUMA enters the crazy and colorful world of KidSuper, where classics are transformed into never-before-seen designs.

The **PUMA x KidSuper Studios** second collaboration boasts mix-and-match design elements, experimental prints, and challenges the conventional look of a sneaker. Hook and loop closures, decorative zig-zag stitching, and embroidered branding are complemented by raw edges for a purposefully unfinished look. Inspired by Dillane's unbridled love of football, campaign images were shot with his favorite team and recent Copa Libertadores champions, Brazilian club Palmeiras. PUMA sponsored athletes William, Gabriel Veron, Weverton and Renan serve as the models for the collection.

Painting and sketching graphics handmade by KidSuper are brought to life on the apparel pieces in the collection. Items like the hoodie and puffer jacket have a printed painting. Sketches of a face are made into a camo print on the fleece top and pants.

Possibly the most unique and impressive piece in the collection is the bathrobe. It comes in a red, yellow and white all-over-print with co-branded embroidery on the back with piping on collar edge, cuff and hem. It further features a belt, front pockets, and internal pocket. The football inspiration shines through in items such as the crew neck, adorned with the KidSuper football club logo.

Classic PUMA footwear styles are practically unrecognizable with the transformations in this collection. The **RS-2K Slip-on** is the standout piece, featuring the same camo inspired face print as the fleece top and pants, with a quilted upper. **Mirage Mox** and **Trailfox Boot** get colorful transformations and feature unique aspects like stitched leather pieces on the collar to hold a pencil on the Trailfox and tie dye laces on the Mirage Mox. The **Vesuvo** offers a more subtle option, with a white leather upper and semi-translucent rubber overlay on the heel, KidSuper Studios embroidery on hook and loop straps, and an exposed foam edge on the formstrip and tongue.

Outfit yourself in a work of art when the **PUMA x KidSuper** collection drops on PUMA.com, PUMA stores and select retailers on March 13th with a price ranging from XXX to XXX.

###

Media Contact:

Alberto Turincio, Sportstyle PR Global – alberto.turincio@puma.com

Liz Smith, Sportstyle PR Global – liz.smith@puma.com

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