



PRESS RELEASE

ITALIAN CRAFTSMANSHIP MEETS MOTORSPORT: THE PUMA X NEMEN COLLECTION

Herzogenaurach, Germany; March 4th, 2021 — PUMA and Italian fashion brand NEMEN are partnering together for a debut collection that draws inspiration from motorsport racing and military gear, focusing on high-quality materials and premium executions.

The debut **PUMA x NEMEN** collaboration takes inspiration from F1 motorsport racing as well as military wear, merging the technical details of NEMEN with the sport influence of PUMA. Through the design of timeless, technical products, the collection discovers innovative uses and benefits for apparel and footwear, all while staying true to the essence of motorsport. Unique details like PUMA's Disc technology, a laceless closing system, are incorporated into both footwear and apparel items. The products are made with functional materials that are weatherproof, breathable, and chemical free.

The apparel features high quality executions with rubberized, co-branded prints strategically placed to emulate a motorsport race suit through their placement. Elevated tees, hoodies, and crews offer a selection of basics in addition to unique designs. The **Racing FZ Top** is particularly inspired by the theme as a zip up race jacket in white with a motorsport inspired storm flap and stand-up collar with a hook and loop closure. A matching white **Racing Pant** offers the opportunity for a complete sport inspired look.

An aggressive mashup of PUMA archive inspiration and high fashion design elements, the **Centaur Mid Disc NEMEN Neoprene** comes in an all-black design with Disc technology and a neoprene upper. Details include a zipper feature on the quarter and holographic label on the inside of the tongue, inspired by authentic motorsport racing shoes.

Leonardo Fasolo started his career with Stone Island and CP Company, then went on to found NEMEN in 2012. NEMEN has ever since aimed to create product without compromise when it

comes to their production quality and design. As an Italian brand that designs both garments and accessories, they combine innovative fabrics and dyeing methods to create utility products with a high fashion look. All of their products are made in Italy, resulting in luxurious designs known for their exquisite craftsmanship and attention to detail.

Fashion meets function when the new **PUMA X NEMEN** collection drops on PUMA.com, PUMA stores and select retailers on March 6th with a price range of XXX-XXX.

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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