

## PRESS RELEASE



### THE SPECIAL MEANING BEHIND NEYMAR JR.'S NEW LIFESTYLE COLLECTION WITH PUMA

**Herzogenaurach, Germany; September 28<sup>th</sup>, 2021** — PUMA has teamed up with Neymar Jr. for his first lifestyle collection, which celebrates his life's journey from São Vicente to Paris. As a co-creator of the collection the pieces feature meaningful graphics inspired by his origins in Brazil.

PUMA's first ever Neymar Jr. lifestyle collection features a range of footwear, including PUMA's newest Wild Rider franchise, apparel pieces like hoodies, bombers, tees and cargo pants, plus a selection of accessories, beanies, caps and a backpack. Neymar Jr. was involved right from the start of the process; bringing ideas to meetings, sharing what he liked in terms of design, and even selecting materials.

"They really listened to me and understood what story I want to tell, since this is inspired by my past and who I am as a person, not as a football player," says Neymar Jr. about working with the PUMA team. "We exchanged ideas about design and the details we integrated into the collection. I was well involved, and they really understood what I wanted to share."

The most important thing to Neymar Jr. when going through the process was designing with comfort in mind, something that can be worn every day. While product designs are minimalistic, heavy fabric and premium details elevate the pieces.

"Neymar Jr. really wanted to make something that he would love to wear, so he wanted to do something for himself but also for his fans," says PUMA Creative Director Heiko Desens. "That is why it's quite a toned-down look, so it's really attracting a cool crowd of people, which was our aim for this collection."

The lifestyle collection tells Neymar Jr.'s history through its graphics, the coordinates are from São Vicente, his hometown in Brazil. The word "Blessed" which he has tattooed on his back serves as a centerpiece for the collection, using the word throughout the items feels special to him, as it's a word that describes gratitude and how he feels about his life and career. The designs even

include one of his favourite phrases that really speaks to his own life mantra, “It's not always all about being the best or the greatest but instead, to inspire future generations.”

The **PUMA x Neymar Jr. collection** comes in a muted color palette of black and light grey with yellow accents which will drop on PUMA.com, PUMA stores and select retailers on September 30<sup>th</sup> with. The **PUMA x Neymar Jr. Wild Rider's** will be available globally in late November.

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