

PRESS RELEASE



SANTA CRUZ AND PUMA TEAM UP FOR GRAPHIC DRIVEN COLLECTION

Herzogenaurach, Germany; September 30th, 2021 — Global sports brand PUMA and California skateboard brand Santa Cruz are joining forces for a full collection that elevates classic PUMA styles with the skate world aesthetic of Santa Cruz.

Santa Cruz has been at the forefront of skateboard innovation for over 40 years, known for their laid-back attitude and bright pop art graphics. Hardly any other brand embodies the Californian lifestyle so strongly through not only skateboards but also a large selection of apparel and accessories.

The **PUMA x SANTA CRUZ** collection is inspired from the fantasy creatures of Santa Cruz in a bright, statement color palette. One of the most iconic graphics in the Santa Cruz library, Jim Phillip's Screaming Hand, can be seen emblazoned across items in the collection with a unique, co-branded look.

As a leader in the skate world, Santa Cruz adds its touch to the classic PUMA **Suede** that comes in a black suede upper with a lime green formstrip and Santa Cruz "Shark Dot" graphic on the side, along with an extra set of laces. For the women's selection, the PUMA **Mayze** offers a bold look with a stacked platform and comes in two mono-colorways, black and lime green, both featuring the Santa Cruz Dot Reflection graphic printed on the upper and midsole.

Next to these classics, the **PUMA x SANTA CRUZ** collection offers unisex and women's apparel, in a range of streetwear classics like hoodies, tees, and sweatpants, as well as items like women's cargo pants, a coach jacket, and men's twill pants. Design features include an all-over-print inspired by the infamous Street Creep graphic created by legendary Santa Cruz artist Jim Phillips and a fresh color palette with blacks, neutrals, and pops of lime green. The apparel selection also includes a long black coat with a co-branded logo on the back and all-over-print lining. Accessories in the collection include a beanie and a backpack with adjustable straps for skateboard carrying.

The **PUMA x SANTA CRUZ** collection drops on PUMA.com, PUMA stores and select retailers on October XXX with retail prices ranging from \$XXXX – \$XXXX.

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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

SANTA CRUZ

Santa Cruz Skateboards, located in Santa Cruz California, was established in 1973 by then owners, Richard Novak, Doug Haut and Jay Shuirman who founded NHS Inc. Santa Cruz Skateboards has long been revered as one of the original skateboard companies that has not only survived over the years but contributed to the innovation and modernization of skateboards and skateboarding. NHS Brands include Independent Truck Company, Krux Trucks, Ricta Wheel Dynamics, Mob Grip, Bronson Bearings OJ Wheels, Creature Skateboards, Santa Cruz Skateboards and Snowboards and Slimeballs Wheels For more information about Santa Cruz Skateboards and or NHS, Inc., visit www.santacruzskateboards.com or www.nhsfunfactory.com.