



PRESS RELEASE

PUMA and Formula 1 Unveil Groundbreaking Collection Inspired by Japan's Sakura Blossoms

Herzogenaurach, 21st september – Global sports company PUMA, together with Formula 1®, are proud to announce the highly anticipated launch of the first-ever PUMA collection with Formula 1®, inspired by the enchanting Sakura (cherry blossom) of Japan. This remarkable collaboration between PUMA and Formula 1® brings together the world of motorsport and fashion to celebrate the beauty and essence of Japanese culture.

The collection debuts with two striking tees, both featuring the mesmerizing Sakura design. One tee comes in white, while the other in black, offering fans a choice that reflects their personal style. The intricate Sakura pattern captures the essence of Japanese aesthetics, making these tees a unique and cherished addition to any wardrobe.

This collection goes a step further with the launch of the Speedcat Pro, this high-performance shoe showcases the same Sakura-inspired design elements in the iconic racing silhouette..

This inaugural collection marks a historic moment as the first product to emerge from the Formula 1® partnership. Both brands are synonymous with innovation, style, and performance, and this collection exemplifies their commitment to pushing boundaries and redefining the limits of creativity.

The PUMA & Formula 1® Suzuka collection is available at PUMA.com and selected PUMA stores.

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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.