

PRESS RELEASE



PUMA x STAPLE PRESENT THE YEAR OF THE DRAGON COLLECTION, CELEBRATING THE CRAFT AND TRADITIONS OF THE LUNAR NEW YEAR



Herzogenaurach, January 29, 2024 – The newest collaboration from PUMA x STAPLE celebrates the Lunar New Year and the Year of the Dragon, 2024.

This collection brings together a classic element from the STAPLE archives, the brand's original "S" dragon logo, plus the signature black, gray and pink color palette, with traditional graphics inspired by the craft and traditions of the Lunar New Year.

To showcase the collection, STAPLE and PUMA partnered with [The New York Chinese Freemasons Athletic Club](#) (CFMAC) - the oldest Chinese lion dance club in New York City

- as the special guest talent for the collaboration's campaign imagery. Founded in 1956, CFMAC provides youth with opportunities to learn and celebrate traditional Chinese heritage through the culture of lion dance, martial arts and athletics - cultivating teamwork and instilling leadership in each member.

The collection includes apparel and sneakers ranging from \$45 - \$130. All items will be available for purchase on January 30th on staplepigeon.com and February 1st on PUMA.com.

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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.

Jeff Staple

Jeff Staple (born Jeffrey Ng) is a creative visionary with work encompassing graphic design, fashion design, footwear design, and brand marketing. He is the founder of the REED ART DEPARTMENT (f.k.a. Staple Design) and has worked on creative projects ranging from startup brands to Fortune 100 companies. Jeff founded STAPLE in 1997, the NY-based pioneering streetwear brand with the now infamous "Pigeon" logo. He also founded experiential lifestyle boutique, REED SPACE in 2002.