



coperni

PRESS RELEASE

PUMA AND COPERNI OFFICIALLY UNVEIL THEIR COLLABORATION WITH THE INNOVATIVE 90SQR SNEAKER

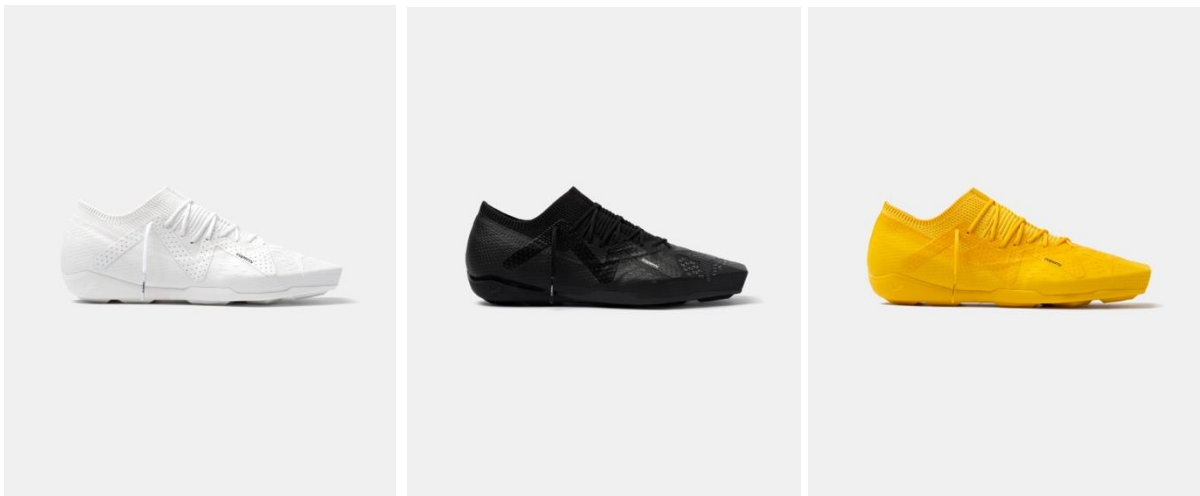


Herzogenaurach, January 8, 2024 – Today, PUMA and Coperni continue to unveil the extent of their partnership, arriving in the form of an all-new footwear design that endeavors to push the limits of innovation.

The future is today, as PUMA and Coperni take footwear design into unexplored new territory while redefining the limits of tech-driven fashion. Inspired by the PUMA football FUTURE boot and high-tech innovation, as well as elements of movement and brutalist architecture, the partnership looks beyond the past and present, and into the future. More than just a concept, the resulting design is a statement of futurism that remains entirely wearable.

“We are so proud of this collaboration with PUMA. It is a big milestone for a designer to launch their first sneaker. The 90SQR gathers all our common values: innovation, minimalism, uniqueness. It’s everything we have dreamed of, and we look forward to launching more PUMA x Coperni pieces in the near future,” said Coperni founders Sébastien Meyer and Arnaud Vaillant.

The visionary PUMA x Coperni 90SQR is a hybrid creation that is engineered to the specifications of a performance football boot. Defined by its structural look, the cross-pollinated design is firmly planted in two worlds, representing a new frontier of sport and fashion. The 90SQR comes in three colorways - White, Asphalt, and Mad Yellow - each constructed with taped seams over a mesh base. The radical design is a tactile symphony of textiles and details, with Coperni branding on the heels and co-branding on the lace tips.



PUMA’s Global Creative Director, Heiko Desens explained, “From a material standpoint, it’s strictly performance. We stayed very close to the material specifications of performance boots. The square toe is the strongest design feature that takes it out of the athletic world because it’s such a classic shape and it represents a high-fashion shoe.”

Photographed by artist Paul Kooiker, the accompanying campaign visuals evoke elegance in movement, as PUMA and Coperni's 90SQR design is shown in multiplicity. The images reveal the geometric, structural beauty of the shoe next to the natural contours of the human body.

The PUMA x Coperni 90SQR is available starting January 19, 2024, from Coperni stores, coperniparis.com and January 22 from selected retailers.

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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.