



## PRESS RELEASE

### PUMA AND PALM TREE CREW MAKE WAVES WITH SECOND COLLABORATION



**Herzogenaurach, March 28, 2024** – The party continues, as PUMA and Palm Tree Crew reunite for a second collection of breezy gear.

A fun twist on yachting attire, this season's range brings bespoke monogram and script graphics, plus textiles like woven jacquard. Relaxed fits are tailored for comfort, while puff prints bring a tactile touch to the collection. For the footwear offerings, PUMA and Palm Tree Crew reenvision the Suede and RS-X silhouettes.

The collection's Track Pants and Track Jacket channel PUMA's iconic T7 tracksuit, with PUMA and Palm Tree Crew's logos subtly placed on the chest. Arriving in sun-washed tones, essentials like the Hoodie, Shorts, and Tees complete the summer-ready feel. Accessories like the Trucker Cap and Cross Body Bag round out the range.

Two beachy versions of the Suede and one take on the RS-X come with aged midsoles and soft grey-based color palettes. Both styles come with cracked textiles finishing the upper, while the Suede features logo placement on the heel of each shoe.

The second PUMA x Palm Tree Crew lifestyle drop is now available on [palmtreecrew.com](https://palmtreecrew.com), [PUMA.com](https://puma.com), PUMA flagship stores, and selected PUMA retailers.

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**PUMA**

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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.

**Palm Tree Crew**

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Palm Tree Crew ("PTC"), originally founded by Kygo (Kyrre Gørvell-Dahll) and his manager Myles Shear, is a diversified holding company that owns and operates a consumer brand, a global live events business, and a multi-product investment platform, all within one unified ecosystem. PTC Brand creates unique products that capture PTC's way of life and accelerate PTC's growth into a globally recognized lifestyle brand.