



PRESS RELEASE

IN A CHAOTIC FUTURE, PUMA AND OTTOLINGER GEAR UP TO EMPOWER



Herzogenaurach, April 23, 2024 – *The faster you are, the more fun you have.*

In PUMA and Ottolinger's imagined future, instincts are more important than ever. Inspired by motorsport and science fiction, the new PUMA x Ottolinger collection is conceived to give you power for life's adventure.

Informed by the ethos of the C-Suite and imbued with the robotic work ethics, this distinctive collection seamlessly combines sportswear silhouettes with futuristic contours. Optical illusion office prints and sleek metallic finishes converge across a diverse array of apparel, footwear, and accessories.

Cyborg power suit prints take on a humanistic form for the collection's Longsleeve, Bodysuit, and Leggings, featuring metallic hues juxtaposed with vibrant red accents and anachronistic black-tie details.

Complementing the ensemble are two essential accessories: the dynamic Mini Bag and the iconic Big Bag, offered in a range of seducing colour options. The PUMA x Ottolinger Mostro Lo and Mostro Boot continue the futuristic theme, arriving in mirrored colorways with pops of color in red or neon.

Shot in Athens, Greece, the campaign's lethal protagonist is Alva Claire, who navigates a transforming world astride her special PUMA x Ottolinger motorcycle before unwinding with friends at sunset.

PUMA x Ottolinger is available starting April 25, 2024 online at ottolinger.com and starting April 27th from selected retailers worldwide including Voo Store, Slam Jam, END. Clothing, SSENSE.

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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.