

PUMA Lacelets



PUMA Lacelets bring a new twist to what laces can be used for. With our unique lacing kits, PUMA shows you how to lace and weave the Lacelets to create belts, bracelets, rings and yes, even shoe laces.

Not only do the Lacelets add a new twist to wardrobes everywhere, they also help a global cause. A portion of the profits from the PUMA Lacelets will fund The United Nations Environment Programme's Year of Biodiversity and its associated programmes.

The Lacelets feature intricate patterns by Kehinde Wiley and a special Unity Lacelet has been designed to coincide with our Africa Unity Kit and its message of a United Africa.

PUMA is one of the world's leading sportlifestyle companies that designs and develops footwear, apparel and accessories. It is committed to working in ways that contribute to the world by supporting Peace, Creativity, and SAFE Sustainability, and by staying true to the values of being Fair, Honest, Positive and Creative in decisions made and actions taken. PUMA starts in Sport and ends in Fashion. Its Sport Performance and Lifestyle labels include categories such as Football, Running, Motorsports, Golf and Sailing. The Black label features collaborations with renowned designers such as Alexander McQueen, Yasuhiro Mihara and Sergio Rossi. The PUMA Group owns the brands PUMA, Tretorn and Hussein Chalayan. The company, which was founded in 1948, distributes its products in more than 120 countries, employs more than 9,000 people worldwide and has headquarters in Herzogenaurach/Germany, Boston, London and Hong Kong. For more information, please visit www.puma.com



GET ALL THE
ATTENTION



ALWAYS BE
YOURSELF



KNOW YOUR
STYLE