**PUMA SUEDE**

The **PUMA Suede** is an original game-changer that changes with the times but always stays classic. Launched in 1968 as the more velvety cousin to the all leather PUMA Basket, the Suede quickly made a name for itself. It was loved by pros because, once appropriately broken-in, its design conformed to the foot, providing the comfort and support needed on basketball courts and running tracks. It was worn as a warm-up shoe by athletic greats such as Tommie Smith. It was a metaphorical slam dunk when teamed with a one-piece rubber cupsole, cushioned footbed, and Walt ‘Clyde’ Frazier’s signature sideburns and smooth court moves.

The Suede hit new levels of fame during the 80s dawn of b-boys and hip hop beats, taking over New York City blocks and often spotted in a much sought-after blue-white color combo. It eventually cleared its passport papers and debuted in the UK, aptly re-christened ‘The State’ after its birthplace. No matter the city or decade, it remains PUMA’s most notorious sneaker icon, grounded in sport heritage and made for play.

**PUMA SUEDE & TOMMIE SMITH**

**Tommie Smith** made history at the 1968 Summer Games by being the first to run and win the 200m in under 20 seconds. He later walked up to the victory stand with PUMA Suedes in hand and only black socks on his feet to represent poverty and slavery. He set the shoes on the podium, climbed up, raised his fist, and made history again.