



PRESS RELEASE

PUMA® CELEBRATES THE 45TH ANNIVERSARY OF THE PUMA SUEDE WITH A LIMITED EDITION RELEASE OF THE SUEDE SAPPHIRE

Sportslifestyle Brand Honours the Legacy of the PUMA Suede Classic

OCTOBER 24, 2013 – Sportslifestyle brand PUMA commemorates the 45th Anniversary of one of the brand's most iconic and most classic of silhouettes this year: the PUMA Suede. To mark this milestone, PUMA is introducing the Suede Sapphire, an exclusive release named after its debut colour way and anniversary precious stone. The Suede Sapphire will release on Friday, November 8th, 2013 at (INSERT LOCATION), with only 450 exclusive pairs available globally.

To honour the legacy of the PUMA Suede Classic, the Suede Sapphire was carefully designed and crafted at PUMA's Japanese factory, where specialised artisan footwear-making techniques are used to construct product. It is made of customized brushed suede leather and lined with premium calfskin. The shoe is marked with a laser-cut 'Sapphire' emblem on the heel counter and a *Made in Japan* leather badge on the back of the tongue. Engraved on the tongue is the customary PUMA logo and an added symbol of early mining tools just below the Brand's name. Each of the limited edition, 450 custom designed pairs will come complete with a special leather sapphire case and packaged in the original PUMA green box.

"It was important for us to emphasize the actual suede material and the specialized craftsmanship on the Sapphire editions," articulates Adam Petrick, Global Director of Brand Management. "Suede is a rich and historical material, and to have our most skilled & classically trained designers in Japan shape, construct and produce the PUMA Suede Sapphire was truly significant to its' uniqueness and celebration."

The PUMA Suede was first ignited in 1968 and still remains PUMA's freshest pair of kicks today. Worn by athletic greats such as Olympic track star Tommie Smith and basketball legend, Walt 'Clyde' Frazier, the PUMA Suede rose to new levels of fame in the early days of hip hop, B-boys and funk beats in the 70s. Favoured by the New York City Breakers and the Rock Steady Crew, the PUMA Suede wholeheartedly was adopted for its sweet tread and smooth, classic look. As the underground music scene rose to the street surface, so did the Suede's popularity and was cemented as a cultural street icon and appearing in cult classic movies such as 1984's "Beat Street." In the early 90s, the PUMA Suede continued to become the footwear of choice by several sub-culture movements including street skateboarding and the punk rock revival music scene.

As Helmut Fischer, PUMA Archivist based in Germany expresses, "This is a celebration of 45 years of sport and lifestyle fused and pieced together by this classic and historical sneaker, representing what we as a Brand stand for: a former performance shoe developed into a fashion item and made to be a symbol of 'sportlifestyle.' "

Today, the PUMA Suede tells the story of PUMA's sport-inspired heritage. It bore witness to the evolution of the times, from sport to street. Forty-five years later, with hundreds of colour ways and millions of pairs sold worldwide, the PUMA Suede remains a game changer in sneaker history today, tomorrow and forever.

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PUMA

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 Creativity, SAFE Sustainability and Peace, and by staying true to the principles 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. Sport Fashion features collaborations with renowned designer labels such as Alexander McQueen and Mihara Yasuhiro. The PUMA Group owns the brands PUMA, Cobra Golf and Tretorn. The company, which was founded in 1948, distributes its products in more than 120 countries, employs about 11,000 people worldwide and has headquarters in Herzogenaurach/Germany, Boston, London and Hong Kong. For more information, please visit <http://www.puma.com>