

**PRESS RELEASE**

**XLV STORIES OF THE PUMA® SUEDE**

*Sportslifestyle Brand Honours the Legacy of the Iconic Suede Classic with a Collection of Short Stories in a Limited Edition Book for its 45th Anniversary*

**November 11th, 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 joined forces with Melbourne-based, Men’s lifestyle title, ACCLAIM, to help produce and introduce an exciting collection of short stories from PUMA Brand Ambassadors and long-time friends of the Brand. Only 2,000 exclusive copies of the ‘XLV Stories of The PUMA Suede’ book were produced and will be gifted globally.

To honour the legacy of the PUMA Suede Classic, the ‘XLV Stories of the PUMA Suede’ was carefully thought out, designed and produced by ACCLAIM, who have a strong dedication to street culture movements and street style. Forty-five influencers from around the globe were handpicked to submit their stories about the PUMA Suede. Ranging across the fields of dance, sport, art, music and style, together the testimonials comprise a first-hand history of the iconic shoe. Individuals such as artist, Ron English, British rapper, Professor Green, Woody of Sneaker Freaker, the Parisian duo, Jay Smith and Greg Hervieux of BlackRainbow, and pro-skater, Bucky Lasek contributed to the 134-page tome.

“The PUMA Suede is an iconic silhouette which is close to our hearts, as its roots are firmly based in street culture, much like ACCLAIM’s,” explains Alexandra Weiland, Managing Editor of ACCLAIM. “It was an honour to work on the book and have the chance to share the PUMA Suede’s rich history with others. All of the influencers we interviewed were so passionate in their reflections on the Suede. It was fascinating to see how important the PUMA Suede was to each individual’s personal history.”

This exclusive book is bound in luxurious navy suede-like fabric and is inserted within a premium gold slipcase, featuring a debossed pattern inspired by the sole imprint of the iconic shoe, providing a finishing touch on this commemorative piece. The book will also be packaged together with the 45th Anniversary PUMA Suede Sapphire, which launched in-store on Friday, November 8th, in a commemorative box set in Asia-Pacific and Japanese Markets only.

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.

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>

 **ACCLAIM**

Founded in Melbourne, Australia by Andrew Montell in 2005, ACCLAIM Magazine is a men’s style title with a focus on street and youth culture. Released both nationally and internationally, three times a year, the print title has attracted an intensely loyal readership through its’ unwavering commitment to showcasing quality content and character driven stories from around the world. In addition to the print publication, ACCLAIM also has an online platform, Acclaimmag.com, which is Australia’s go-to destination for young men’s style and pop culture news. Well-versed in engaging the influencer market, ACCLAIM has strengthened its offering with a custom publishing division and a creative agency, ACM. For more information, please visit <http://www.acclaimmag.com>