



## **PUMA RE-CUT PROJECT RECYCLES DENIM FOR NEW SHOE COLLECTION**

*All Profits to Benefit Orphanage in Vietnam*

**Herzogenaurach, Germany (13 March, 2014)** – PUMA has launched the Re-Cut Project, a new line of shoes with a recycled denim upper that positively impacts an orphanage in Vietnam. Through this initiative, PUMA is giving back to the community near Ho Chi Minh City in Vietnam where both the PUMA office and Be Tho Orphanage are located. 100% of the profits from this 2014 footwear collection will be donated to the Orphanage.

The Be Tho Orphanage is an important part of the community around Ho Chi Minh City, caring for approximately 136 displaced children ranging from newborns to 16 year olds. The profits from the Re-Cut Project footwear will help to fund recreational activities, meals, and medical care for these children.

The Re-Cut Project footwear is produced using leftover denim test panels. The panels are cut from finished jeans and used by the factory to test the fabric's color and shrinkage. Instead of these scraps going to waste, PUMA used them to create the shoe upper.

PUMAVision Program Manager Justin DeKoszmovszky said: "PUMA is dedicated to creating products that work towards the closed loop model and have a lower impact on the environment. Initiatives such as the Re-Cut Project are a demonstration of how this can be achieved whilst benefiting a local community."

The Re-Cut Project shoes are a lightweight and low cut casual lifestyle shoe, with a denim upper. The new line is available to purchase now, online at [puma.com](http://puma.com) and in select retail locations worldwide.

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For more information about the Re-Cut Project please visit [www.puma.com/cleverworld](http://www.puma.com/cleverworld).

Additional media assets can be downloaded from the PUMA Press Centre at <http://news.puma.com/>.

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## **PUMA**

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PUMA is one of the world's leading Sports Brands, designing, developing, selling and marketing footwear, apparel and accessories. For over 65 years, PUMA has established a history of making fast product designs for the fastest athletes on the planet. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running, Training and Fitness, Golf, and Motorsports. It engages in exciting collaborations with renowned design brands such as Alexander McQueen and Mihara Yasuhiro to bring innovative and fast designs to the sports world. The PUMA Group owns the brands PUMA, Cobra Golf, Tretorn, Dobotex and Brandon. The company distributes its products in more than 120 countries, employs more than 10,000 people worldwide, and is headquartered in Herzogenaurach/Germany. For more information, please visit <http://www.puma.com>