**PRESS RELEASE**

**BAM!! POW! PUMA LAUNCHES POP ART FOOTBALL BOOT**

*Explosive & Colourful Graphics - A Perfect Complement to the evoPOWER Boot*

**Herzogenaurach, Germany** (12 November 2015) – PUMA has today introduced one of its most unusual football boots by revealing the new evoPOWER 1.2 colourway inspired by the Pop Art movement. True to the boot’s Power theme, the *BAM!!* and *POW!* prints express what the boot does to the game. The new evoPOWER 1.2 football boot with the Pop Art graphics will be worn by Cesc Fàbregas, Mario Balotelli, Olivier Giroud, Yaya Touré and many more players when the international friendly matches kick off later today.

Taking key characteristics from the Pop Art movement that had its roots in the 1950s, the boot features two-dimensional graphics with clear colours, black borders and no depth that look like a comic strip. This new design features PUMA Football’s seasonal colours orange clown fish, electric blue lemonade, and white with details in yellow. Dots are printed all over the heel and partially on the rest of the upper, with additional orange dots being applied to the white laces which gives an extra twist to this football boot.

Cesc Fàbregas commented on the new boots, “This time PUMA have really surprised me with the new boots they gave to me and I love the result. The graphics are so cool, and it actually feels like a little piece of art that I can wear on my feet. I look forward to wearing these boots when I play with the Spanish national team against England and Belgium, hopefully some players will be distracted when they see my unusual footwear.”

The evoPOWER 1.2 with all its innovative technologies is made for power and accuracy when kicking the ball. With the movement of a barefoot in mind, the boot is designed to provide maximum flexibility, which has an increased impact on the shooting power. The boot’s lightweight and super soft upper material stretches in a longitudinal not lateral direction allowing a freedom of movement while maintaining support. Accuracy is further improved with the GripTex print that runs across the full length of the upper, providing enhanced ball control in all weather conditions. Added precision is created through the lightweight AccuFoam lining that provides a clean kicking surface.

The new evoPOWER 1.2 with the Pop Art graphics is available for purchase on puma.com and at global football boot retailers from November 16. Images of the new evoPOWER football boot are available to download from PUMA’s media center: news.puma.com

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**PUMA**

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 competitors 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, 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](http://www.puma.com/)