

**PRESS RELEASE**

**PUMA BRINGS BACK THE ICONIC PUMA CLYDE**

**FOR AUTUMN-WINTER ‘16**

**Herzogenaurach, Germany (27th June, 2016)** - PUMA today announced the much-anticipated comeback of the iconic silhouette, the PUMA Clyde. Returning after five years, the PUMA Clyde has been inspired by a milestone in the brand’s rich sporting history and modernized through exciting new colourways and textures. This icon is a staple for any true sneakerhead.

The story of the PUMA Clyde began when basketball’s Walt “Clyde” Frazier asked for a custom-made pair of PUMA Suede that were then reconfigured to suit his legendary unique style, making him the first player in history to have a sneaker named after them. His quick hands on defense combined with his calm, cool, and collected demeanor paired with his smooth off-court style earned him the nickname "Clyde”.

Originally created in 1973 - in an era when sports stars began to impressively impact on popular culture, influencing everything from film, fashion and even language, the

PUMA Clyde quickly became the sports sneaker of the 70s. It’s maintained a strong presence in pop culture in the decades to come, being adopted as sneaker of choice by the hip hop stars, skateboarders, B-boys and musicians leading the punk movement of the 90s. Its many important cultural links ensure it’s a crucial shoe for the sneaker collector of today. Clyde himself describes the shoe as ‘a timeless design’ enabling it to remain a cult sneaker and return to the streets after five years.

This season sees the PUMA Clyde released in a choice of brand new colourways, fabrications, prints and collaborations. Beginning with the PUMA Clyde Home & Away pack that plays special attention to basketball heritage with only 759 pairs made to honour the 759 games Walt ‘Clyde’ Frazier played for the New York Knicks. Other offerings include a red with contrasting white and matte black suede with royal blue contrast. Also, PUMA pay tribute to Walt ‘Clyde Fraziers notoriously flamboyant style comes iterations finished in with snakeskin leather, ponyskin, zebra and cheetah prints. All finished with a PUMA logo and ‘Clyde’ signature in gold foil imprint.

PUMA welcomes the legacy of Clyde back, a style that remains one of PUMA’s most epic sports-inspired styles that oozes with streetwise swagger and guarantees enduring appeal for generations on.

The PUMA Clyde returns in PUMA stores, puma.com and select lifestyle retailer globally beginning July 8th with the Clyde Home & Away Kit followed by drops through December.

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Local Media Contacts

**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 athletes on the planet. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running and Training, Golf, and Motorsports. It engages in exciting collaborations with renowned design brands to bring innovative and fast designs to the sports world. The PUMA Group owns the brands PUMA, Cobra Golf and Dobotex. The company distributes its products in more than 120 countries, employs more than 11,000 people worldwide, and is headquartered in Herzogenaurach/Germany. For more information, please visit [http://www.puma.com](http://www.puma.com/)