

**PUMA UNVEILS LATEST evoTOUCH IN STRIKING NEW COLOURWAY**

*Unrivalled Control and Exceptional Touch with All New White and Blue Colour Palette*

**Herzogenaurach, Germany (November 18, 2016) –** PUMA today introduces the new evoTOUCH boot with a brand new colour palette featuring allover white and striking blue details. The new colour update will be worn on pitch in tomorrow’s games by the likes of star playmakers and evoTOUCH ambassadors, Cesc Fàbregas and Marco Verratti. First debuted in July this year, the evoTOUCH silo disrupted the conventional leather boot scene by offering a lightweight and innovative boot combined with the benefits of traditional leather.

Featuring an allover white leather upper with a contrasting knitted blue sock and PUMA Form Stripe, the evoTOUCH boasts a sleek look and authentic style without compromising on top-level performance. Taking the concept of touch from the inside out rather than starting with the moment of contact with the ball, the PUMA evoTOUCH silo has a unique construction. The result is a boot that enhances and encourages the creative playmaking that puts PUMA players at the top of their game.

Constructed with a super soft, ultra-thin and lightweight leather upper, the foot is closer to the ball creating an exceptional touch in all conditions. The integrated, form-fitting evoKNIT sock gives a snug fit and barefoot feel, while the anti-slip GripTex arrow pattern inside the sock locks down the foot to prevent slipping. Touch and comfort combine with midfoot stability, supported by the new outsole with a raised SPEEDTRACK spine.

Chelsea star and evoTOUCH player, Cesc Fàbregas said, “*the evoTOUCH has not only revolutionised my game, but it has kept me comfortable without compromising my style on the pitch. I prefer to play and train in a leather boot but I also want something innovative and high-tech so the evoTOUCH is the perfect combination for me in terms of touch, fit, grip and stability.”*

*The new PUMA evoTOUCH colour update is available from November 21st to purchase on www.puma.com, in PUMA Retail stores and through select specialist football retailers worldwide.*

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**Notes to editors:**

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