



HERZOGENAURACH, GERMANY, 8TH SEPTEMBER, 2017

PUMA AND DAILY PAPER TEAM UP FOR THE SECOND SEASON

African Football-Inspired Collection, Made for the Streets

~~LETTER~~

~~FAX~~

PRESS RELEASE

~~MEMO~~

Global Sports Brand PUMA and Amsterdam-based streetwear label Daily Paper go to town for their second collaborative collection bringing together new authentic flavors and sport-inspired designs.

Founded in 2010, Daily Paper have made their mark in the streetwear scene showcasing their cultural identity and diverse influences with a tailored, rugged look and eclectic materials. Their products reflect theirs and their consumers' passion for individuality and personal style.

The PUMA x Daily Paper Autumn-Winter '17 collection pays homage to PUMA's 20th year of long-standing commitment to Africa and African football. Daily Paper infuses contemporary streetwear stylings inspired by their African heritage onto PUMA's football team kits, team gear and classics sneaker silhouettes from the sports archive. Intricate graphics and color-blocking patterns are reminiscent of the vibrant team kits of PUMA sponsored teams from the Confederation of African Football - Ghana, Cameroon and Ivory Coast. The collection pieces also prominently feature the number 20 written in Amharic, a Semitic language spoken in Ethiopia.

To celebrate the launch of the collection and PUMA's 20th year partnership with African football, PUMA and Daily Paper have appropriated all marketing funds towards the building of a football pitch and facilities at the Accra Senior Girls School in Ghana and equipping gear for their team. The pitch will not only serve the school but other communities in Accra, furthering the development of the sport amongst young footballers and empowering them for the future. The project was made possible in cooperation with the Right to Play foundation. A short film that documented this endeavor will be screened in several cities starting September 21st.

The PUMA x Daily Paper Autumn-Winter Collection releases in PUMA.com, PUMA stores, Daily Paper stores and leading lifestyle retailers on September 16th.

#PUMAxDailyPaper

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KEY PRODUCT INFORMATION

PUMA x DAILY PAPER EASY RIDER

364547 01

Through the late 70s, the Easy Rider was a fan favorite on the terraces. This version features a seasonal African football-inspired colors.

PUMA x DAILY PAPER EASY RIDER SOCK

364548 01/02

That iced outsole. That Daily Paper branding. That iconic silhouette that took running from track to street. This Easy Rider is remixed with a knitted sock but retains its old school cool.

PUMA x DAILY PAPER ROMA

364552 02

Back in the day, the Roma was worn by terrace boys rooting for the home team. This iteration sports a soft leather upper with Daily Paper branding on the heel.

PUMA x DAILY PAPER ROMA LEATHER EMBOSSED

364997 01

Back in the day, the Roma was worn by terrace boys rooting for the home team. This iteration sports a soft leather upper with embossed graphic and bold DAILY PAPER branding on the heel.

PUMA x DAILY PAPER Track Top

574167 39

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This style is a classic to football and PUMA alike. The archive football track jacket infused with premium DAILY PAPER design. Taking inspiration from African football outfits, this track top comes with paneled design and color blocking. The tipping on the ribs and the embroidered badge on the chest gives its premium finish.

PUMA x DAILY PAPER Tee

574170 95

This style is a classic to football and PUMA alike. The classic football top gets the DAILY PAPER treatment by applying a paneled design and colorblocking to it. The techy fabric and the embroidered badge and PUMA cat on the chest give this tee its authentic football shirt look and feel.

PUMA x DAILY PAPER Shorts

574164 39

African inspiration with authentic appeal. For this advanced shorts, PUMA x DAILY PAPER takes inspiration from the African football team looks. Fusing sport and street, this short's low-crotch silhouette is color blocked with different panels and executed in a soft interlock fabric. The embroidered badge on the one side and the Cat on the other side give the style its authentic football look.

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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 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>.

DAILY PAPER

Daily Paper was founded in 2010 by longtime friends Jefferson Osei, Hussein Suleiman and Abderrahmane Trabsini. In a short period of time Daily Paper established itself as a contemporary clothing label in which the African heritage of the founders plays a key role.

The Amsterdam-based label was shaped with the intention of producing quality street/casual wear for men just like themselves: innovative and cultured with the desire to express their individuality through personal style. With a strong focus on individualism, Daily Paper place major importance on details: from in depth research on various aspects of African history as inspiration for their collections to interpreting this information into original designs and prints in their pieces.

RIGHT TO PLAY FOUNDATION

Right To Play is the only global development organization focused exclusively on using the power of play to transform the lives of children and young people. Giving children the opportunity to learn and grow, while overcoming adversity, the organization's play-based programs teach children how to live safe and healthy lives, while providing them with the tools to become leaders in their communities. Right to Play

reach over one million children every week across 16 countries in some of the poorest communities in the world.