



LONDON, UK, 30th JANUARY, 2018

PUMA FOOTBALL HIT NEW LEVELS IN LONDON WITH THE LAUNCH OF THE PUMA FUTURE 18.1

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Last night in the heart of London, the PUMA Future Vault played host to a 500-strong crowd of football loving teens, social media icons and industry guests in a highly immersive underground bunker experience, designed for maximum expression at the meeting point of football and culture.

The opportunity to stick a finger up at formalities in their beloved sport and showcase flair in the much-hyped Future 18.1 boots was made available to all.

Through a high energy 2 vs. 2 tournament and two competitive skills stations guests had the perfect chance to put the latest PUMA Future boots through their paces. After BBC Radio's Charlie Sloth and Marko Arnautovic (*International Austrian forward, West Ham*) fronted the trophy giving ceremony for the various winners, a hotly tipped who's who of European rap stormed the stage in a high-energy celebration of all things Future.

Hardy Caprio, One Acen, Krept&Konan and then MHD took the stage besides Mario Balotelli (*International Italian Striker, OGC Nice*) and an impressive roster of next generation PUMA players from different across Europe (*Vontae Campbell and Yunus Musah – Arsenal FC, Harvey Barnes – Leicester, Kevin Danso – FC Augsburg, Yann Aurel Bisseck – FC Koeln, Kevin Stewart – Hull City, Zico Asare – Fulham FC, Callum Hariott – Reading*).

NOTE FOR EDITORS:

Hardy Caprio is one of London's fastest rising rap stars and is celebrated for his cheeky lyrical content and unquestionably London rap style that fuses references from all the current strands of contemporary UK MC culture.

One Acen is a talented UK rapper and producer that is widely tipped for big things in music owing to his expressive showmanship and ability to deliver consistently strong tracks across a spectrum of vibes from rap to afro-bashment.

Krept and Konan - PUMA ambassadors - are the UK's biggest rap duo, proudly putting their respective South London neighbourhoods on the map as exciting hubs for the future of UK music.

MHD - PUMA ambassador - is a Parisian rapper who's been pioneering the emerging afro-trap genre that's been taking the world by storm over the past 12 months.

FUTURE is the first football boot with a truly customizable fit. NETFIT technology allows the wearer to lace their boots any way they want in order to fit perfectly, no matter the foot shape or lock-down need.

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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>.