



HERZOGENAURACH, GERMANY, 19th APRIL, 2018

**PUMA FOOTBALL CELEBRATE THE 50th ANNIVERSARY OF THE SUEDE
WITH THE RELEASE OF THE LIMITED EDITION FUTURE SUEDE 50 PACK**

~~LETTER~~

~~FAX~~

~~PRESS RELEASE~~

~~MEMO~~

MEDIA CONTACT

The Suede hit the scene in 1968 and has been changing street-style game ever since. From the courts to the curbs, from '80s b-boys to today's hustlers, it's been worn by the icons of every generation – and it's stayed classic through it all. Its style? Legendary. Its attitude? Unwavering. The Suede is for all time.

In honor of the Suede's 50th anniversary, PUMA is releasing a series of exclusive Suedes over the course of the year and PUMA Football is joining this celebration of a street classic by bringing the Suede to the pitch with the FUTURE Suede 50 Pack.

In a limited series of 1350 pairs PUMA Football have combined the legendary Suede upper in its most iconic colors of Black and Red with the FUTURE FG and TT outsoles that will excite true sneaker heads and football enthusiasts alike.

The FUTURE Suede 50 Pack will be available at selected retailers and PUMA.COM from 19th April 2018.

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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>.