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PUMA FOOTBALL CELEBRATE THEIR NEXT GENERATION OF TALENT WITH THE 'FUTURE NEXT'.

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The Future's new heroes will be worshipped on the pitch in years to come but were made on the streets. PUMA's FUTURE NEXT wraps the FUTURE 18.1 NETFIT in a graphic inspired by the journey a player takes from the local street pitches of their neighborhoods to the grass floored arenas of legends.

To coincide with the release of the limited edition FUTURE NEXT, PUMA FOOTBALL have gifted boot to six of their top next gen players, who have recently taken the journey from the street pitch to the top level.

Allan Saint-Maximin, NICE and FRANCE U21's.

A natural born street football player, that's what **Allan Saint-Maximin** (born in 1997) is. But to become the rising star he is today, he had to polish his game, from a rough diamond to a jewel, from the streets of the suburbs of Paris to the French First Division. Still fast, skilled and provocative, Saint-Maximin is the incarnation of the Next Generation mantra: from the street to the pitch.

Mahmoud Dahoud, BORUSSIA DORTMUND and GERMANY U21's.

You don't choose where you were born, but you can fight for what you want. This could sum up **Mahmoud Dahoud's** (born in 1996) life. Born in Syria, near the Turkish borders, the midfielder came to Germany with his family aged 1. It's here, in the streets of Reusrath, that the young kid kicked his first ball. Since then, he has become one of the most exciting young players in the world.

Giovani Lo Celso, PSG and ARGENTINA.

More is not always best. The people of Rosario, Argentina's 3rd biggest city, know this better than anyone. A true breeding-ground of football talents, the town of the district of Santa Fé has always had geniuses running in its streets. The latest is **Giovani Lo Celso** (born in 1996), he grew up kicking the ball on these dusty roads and made his way through to every Argentinian kids dream, the national team.

Joel Latibeaudiere, MANCHESTER CITY and ENGLAND U18's.

Captain of the cup winning England U17's squad last summer, Manchester City's Joel Latibeaudiere (born in 2000) is well on track to becoming one of the most exciting and talented defenders of his generation. His elegance and confidence on the ball are all traits learnt from the street pitches of his younger playing days.

Simone Edera, TORINO and ITALY U21's.

Born and raised in Turin, Simone Edera (Born 1997) would play on the street pitches of the city in his replica Torino shirt dreaming of playing for the 'I Granata'. 13 years on and Edera is fast becoming a home town hero in the Stadio Olimpico Grande Torino.

Koya Kitagawa, SHIMIZU S-PULSE.

In Shizuoka, Japan, **Koya Kitagawa** (born in 1996) grew-up gazing at the impressive Mount Fuji, knowing that he would need to work hard to climb to the top. Impressively skilled, the young Japanese did it as he went from the Shizuoka streets to the S-Pulse first team.

The FUTURE NEXT will be released on the 3rd May 2018 and is limited to 350 pairs globally.

FURTHER INFORMATION ON THE FUTURE NETFIT 18.1

The FUTURE utilizes PUMA's adaptable NETFIT technology initially designed for running and takes it to New Levels by applying it to the upper creating a boot that is aggressive in its aesthetic, unique in its appearance, and in its lacing system a purely individual fit experience.

The lacing system is there to be experimented with, to adapt to your fit specifications, whether wide or narrow footed, and give you the ultimate lock-down. With its infinite customization options, NETFIT allows for the ultimate on pitch expression, allowing players to truly stand out with their own unique lacing designs.

To further enhance the overall fit and feel of the boots the NETFIT upper has been fused to the evoKNIT sock and striking zones to create one form-fitting textile base layer, bringing the wearer a snug-fit whilst making sure the foot is closer to the ball on impact for that perfect touch. The evoKNIT sock has also been developed and has a much more dynamic and aggressive cut than past models before it. It is a clearly higher sock than our players are used to but has been designed to be non-restrictive and allow for limitless agility thanks to its specifically placed cuts, whilst the material itself offers supreme support and comfort throughout the game.

The FUTURE also introduces the brand new RAPIDAGILITY outsole, made of super lightweight and reactive PEBAX and containing a mix of conical and bladed studs that are designed to bring the best results in traction and stability. Perfect for those quick turns of pace, and moments of quick footed brilliance that leave your opponents in a twisted heap.

The FUTURE will be worn by our most instinctive and unpredictably creative players on pitch, but to those flair players whose individuality is as important in their style as it is in their play, the FUTURE is yours.

INFINITE CUSTOMIZATION:

NETFIT technology provides infinite lacing options for any foot, lock-down or style need.

UNTOUCHABLE SPEED:

Lightweight RAPIDAGILITY outsole allows for high speeds on the break and *100% acceleration*.

LIMITLESS AGILITY:

evoKNIT sock and form-fit textile base provide the ultimate support for top on-pitch performance and agility.

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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>.