



PRESS RELEASE

PUMA launches "For All Time" a global Classics platform featuring Icons of Culture.

Boston, USA, 28 April 2022 — Global sports brand PUMA announces the kickoff of their “FOR ALL TIME” marketing campaign, highlighting their deep legacy as the Classic sneaker brand. PUMA will be examining the meaning of the word “Classic” through products, content, and impact created by “The Collective,” a group of Iconic Culture Influencers, who have shaped the sneaker game over the last 50 years.

PUMA has partnered with their Basketball and Classics Creative Director, JAY-Z and Roc Nation’s Emory Jones, as the executive producers of “The Collective,” a team of creatives, influencers, and storytellers who have had a timeless influence in each of their respective fields. Each member of The Collective will highlight various Classic PUMA sneaker silhouettes with interviews, creative content, and product designs that help define both what it means to be a Classic, and what it means to have timeless influence.

As a key element of the project, each member of The Collective will hand select a rising member of the next generation of soon-to-be classic influencers within their fields, and support their work and development with a financial grant as well as mentorship and promotional support. PUMA will highlight these new members of the Collective, shining a light on those who very well may become the “classics” of tomorrow.

The Collective line up consists of: Roc Nation’s Emory Jones, award-winning Designer and PUMA Creative Director June Ambrose, Harlem fashion innovator Dapper Dan, decorated Director and videographer Hype Williams, NBA Hall of Famer and PUMA Ambassador Walt Clyde Frazier, RHUDE Designer Rhuigi Villaseñor, Creative Consultant and Founder of Upscale Vandal, Mike Camargo, and Legendary Photographer Lenny Santiago who stands as the Visual Director of Still Photography for the campaign.

“This year we will be highlighting PUMA’s legacy as a classic sneaker brand by asking a select group of iconic cultural leaders the essential question: What is a Classic?” said Adam Petrick, Chief Brand Officer at PUMA. “Our ‘FOR ALL TIME’ campaign will communicate PUMA’s classic sneakers such as The Suede, and other products by recounting inspiring stories from renowned people who have become unparalleled classics themselves, having influenced Fashion, Music and Sports over the last five decades.”

Over the next 7 months, The Collective will share their personal stories of growth and development, while also sharing the story of their personally selected Collective member. Each month will see the release of new content via advertising, web content, and social media.

In the current culture of snackable content, immediate access, and trending fame there isn’t much respect for the “long-game.” But it’s the long-game that lasts, the long-game that breeds enduring influence. The “FOR ALL TIME” initiative celebrates this influence by passing the torch to those who aspire to build a legacy, in collaboration with those who have.

PUMA has 75 years of rich history; 75 years of building relationships with some of the most impactful names across sport, music, fashion and entrepreneurship; June Ambrose merged hip hop into the luxury fashion space creating a blueprint for 90s and 00s style, Hype Williams transformed hip hop into art with his groundbreaking music videos, Emory Jones is a business and branding visionary, Lenny Santiago redefined on-the-move portraiture, Rhuigi challenged the traditions of American streetwear, Dapper Dan defined logomania before it had a name, and Mike Camargo brings community to the masses - the collective boasts 30+ years of cultural influence that has expanded that access of generations to come.

The collective have been profiled in a series of short films by award-winning director Nadia Hallgren (Becoming), the platform will enable the collective to tell their stories and playbook on how they have created timeless, classic influence. Starting in late April, the platform will be updated on a monthly basis with The Collectives' stories, starting with Emory Jones in April, followed by Mike Camargo in May, and June Ambrose in June.

In that same time frame, many of PUMA's products have become true icons and have earned the designation of "Classic." From the timeless PUMA Suede or the T7 Track Suit, worn by B Boys and street influencers in the 70's and 80's, to the world's first signature basketball shoe – The Clyde, first established in 1973 and named for Walt "Clyde" Frazier, who redefined "cool" on and off the court. From the everyday ease of the CA-Pro tennis sneaker capturing the on-court look of the 80s and 90s, to the Slipstream basketball shoe, originally released in the early 80s and re-released several times over its history... PUMA has a long list of products that can truly be called "Classics."

All information on the FOR ALL TIME platform can be found at go.puma.com/foralltime. It will house content and conversations with the collective.

Media Contact:

Emily Maldonado, Amalia Consulting - emily@amalia-consulting.com

Alberto Turincio, PUMA Global PR – alberto.turincio@puma.com

PUMA

PUMA is one of the world's leading Sports Brands, designing, developing, selling and marketing footwear, apparel and accessories. For more than 70 years, PUMA has relentlessly pushed sport and culture forward by creating fast products for the world's fastest athletes. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running and Training, Basketball, Golf, and Motorsports. It collaborates with renowned designers and brands to bring sport influences into street culture and fashion. The PUMA Group owns the brands PUMA, Cobra Golf and stichd. The company distributes its products in more than 120 countries, employs more than 14,000 people worldwide, and is headquartered in Herzogenaurach/Germany. www.about.puma.com