



## PRESS RELEASE

### FUN FOR ALL AGES: PUMA X EMOJI®

**Hamburg, Germany; August 18<sup>th</sup>, 2020** — Sports company PUMA is teaming up with emoji® - the iconic brand for a new line of footwear, apparel and accessories. Classic PUMA silhouettes are adorned with emoji® icons for this playful new collection.

emoji® has formed a new digital language that's fun, expressive, and universal. The **PUMA X emoji®** collaboration was made to showcase the way we communicate in the modern world.

Designed through the lens of instant messaging, the collection pairs emoji® icons that speak to everyone with bright color combinations, creating a range that is young and vibrant. The collection includes footwear, apparel and accessories for both kids and adults, allowing for spirited self-expression at any age.

“The **PUMA x emoji®** collection is one of our most favorite brand collaborations. The products turned out so colorful, expressive and beautiful and the entire product line is energetic and truly iconic,” says Marco Huesges, CEO and Founder of the emoji company. “We are certain that the line will make everyone happy and that we can, together with PUMA, spread emotions and good vibrations to consumers and fans all around the world.”

The **RS-2K X emoji®** features a hook and loop piece on the heel where detachable 🤞, 😂, and 🔥 emoji® icons can be added. The shoe also includes a hidden “What’s Up?” message printed on the vamp. **RS-X<sup>3</sup> X emoji®** includes the same detachable emoji® feature, using the 👍, 🤡, and 🌩 emoji® icons. The hidden “What’s Up?” message also appears on this shoe in the quarter overlay.

The **PUMA X emoji® Tee** and **PUMA X emoji® Hoodie** are both available in black, gray, and yellow, each featuring an array of emoji® icons on both the front and back of the clothing. Rounding out the collection are the **PUMA X emoji® Sweatpants** in both gray and black, featuring side and back pockets, rib cuffs and emoji® icons on the bottom of the right leg.

Show your emotions with the 🐱 X 😊 collection, dropping on PUMA.com, PUMA stores and select retailers on August 22nd.















## **emoji® - The Iconic Brand**

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The emoji company is the owner of the registered emoji® trademark in up to 35 classes for goods and services in more than 100 countries around the world. The emoji company extensive rights portfolio covers more than 1,000 trademarks and more than 20,000 emoji® brand icons and designs protected under copyright laws and available for legal licensing and merchandising, promotions and marketing activities. Official partners include more than 900 world famous global licensee including Sony Pictures Animation, Ferrero, Burger King, Zara, Danone, The Hershey Company, Walmart, Nikon, Fuji, Nestlé, Danone, Nikon, The French Post amongst many others. The globally awarded emoji® brand was decorated as the 3rd most influential brand behind Lego and Coca-Cola by industries Powerlist in 2017. With a retail revenue of more than 800 Million US\$ the emoji company is on position # 57 of the Top 150 Global Licensors.

For more information visit: [www.emoji.com](http://www.emoji.com) or contact: [licensing@emoji-company.com](mailto:licensing@emoji-company.com)

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## **PUMA**

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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. <https://about.puma.com/>

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