

Puma Hoops and LaMelo Ball accelerate the game with Puma x Porsche Collection

14/02/2024 Puma Hoops and LaMelo Ball together with Porsche proudly unveil the Puma x Porsche Collection, a dynamic collaboration that seamlessly merges the worlds of basketball and automotive excellence.

From the racetrack to the hardwood, the Puma x Porsche Collection embodies speed, style, and innovation. Drawing inspiration from one of the most iconic sports cars – the Porsche 911 Turbo – and Indiana's storied automotive history, this collaboration introduces a striking blend of racing-inspired graphics in bold yellow and black color-blocking.

Anchoring the collection are two high-performance Puma Hoops shoes: LaMelo Ball's signature MB.03 and the groundbreaking All-Pro Nitro™.

Taking Forever Faster to the next level with the LaMelo Ball x Porsche MB.03. This signature shoe, in a

bold yellow and black colorway, pays homage to Melo's "01 of One" style and the iconic Porsche 911 Turbo. Packed with Puma Hoops tech, including Nitrofoam™ for superior responsiveness and comfort, the MB.03 is designed to make a statement on and off the court. Additional performance tech points of the latest MB.03 iteration include enhanced durability grip traction and breathable monomesh upper support for an ultra-lightweight feel.

Next up we meet the Puma x Porsche All-Pro Nitro™ – where an iconic carmaker meets an innovative basketball shoe. Featuring bold yellow and black accents, this shoe is more than just a colorway; it's packed with high-performance Puma Hoops innovations like Nitrofoam™ for cushioning and stability.

Six apparel variations

The Puma x Porsche collection isn't limited to footwear; the collection also includes six apparel variations, including hoodies, jackets, graphic tees, sweatpants, and shorts. The latest collab showcases a seamless fusion of athletic prowess and automotive elegance, creating a lineup that will surely resonate with basketball enthusiasts and automotive aficionados alike. Step into the fast lane with Puma Hoops, LaMelo Ball, and Porsche.

Set to launch on February 17th, 2024, the Puma x Porsche collection, will retail for $45 - $175 and will be available at puma.com, the Puma mobile app, the Puma NYC Flagship store, Porsche.com, Porsche-Design.com, Porsche Design retail stores and at Foot Locker, Kids Foot Locker.

MEDIA ENQUIRIES



Angélique Kreichgauer

Head of Public Relations and Social Media Porsche Lifestyle Group
+49 (0) 1523 / 911 6242
angelique.kreichgauer@porsche-design.de

Consumption data

911 Turbo (Predecessor model)

*Further information on the official fuel consumption and the official specific CO_2 emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO_2-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO_2Emissions and Electricity Consumption Guide for New Passenger Cars), which is available free of charge at all sales outlets and from DAT (Deutsche Automobil Treuhand GmbH, Helmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, www.dat.de).

Image Sublines

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Link Collection

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Dr. Ing. h.c. F. Porsche Aktiengesellschaft
Porscheplatz 1
70435 Stuttgart