Global Sports Brand PUMA introduce the TSUGI Shinsei Nido - the latest drop to hit the streets in two fresh new colourways, taking inspirational cues from traditional Japanese color symbolism – blue represents purity and cleanliness, while red exemplifies energy, vitality, and power.

The hero colourway of the pack is the fresh new offering in Toreador Red and PUMA Black. Featuring a stand out red mesh vamp the all-new TSUGI Shinsei Nido is completed with rich black leather overlays and top section, sitting on a faded red to black midsole. The secondary colourway comes in Lapis Blue and PUMA White for a contrasting yet striking look.

The first sneaker to drop in the TSUGI range was the TSUGI Shinsei, pushing design to the next level with a unique new style combined with all-new tooling and sole unit. Always forging the way in offering alternative closure systems to the market, the TSUGI Shinsei features a unique lacing concept for a progressive look and extra comfortable fit.

Instores starting **August 15** in Europe, followed by **September 1** in the US.

**TSUGI Shinsei Nido**

364936\_01 Toreador-Puma Black-Puma White

364936\_02 Lapis Blue-Puma White

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