Puma's Slipstream relaunch campaign features Neymar Jr, Romeo Beckham

By Nigel Taylor - June 10, 2022

Puma wants to shake up the basketball sneaker world with the launch of Slipstream. The Germany-based sportswear giant describes its new shoe as a ‘next-generation’ launch, bringing “80s basketball [into] the modern-day. Without compromising its performance roots, the Slipstream is a court classic reinvented”.

And to promote the launch, the accompanying ‘Welcome Unbored’ campaign includes a big cast of Puma ambassadors, including basketball’s LaMelo Ball, actress Danna Paola, plus football’s Neymar Jr, Memphis Depay and Romeo Beckham.

We’re told they’re all “embarking on a galactic journey to reach new horizons with the Slipstream… our ambassadors invite those ready to escape the old, enter the new, and join them on a journey that enters the Slipstream”.

Puma said the origins of the Slipstream silhouette date back to the high-top basketball shoe born in 1987 as a successor to the Sky LX. Now, 35 years after it was first released, Puma said it’s penning the latest chapter this summer with a “plethora of colourways and makeups”.

Combining the basketball DNA with a clean and modern look, the silhouette's tooling and upper “are given a contemporary feel" via a sculpted midsole, updated overlay panels, and remodelled collar construction.

Available via puma.com and selected retailers, the shoe retails for £90.
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