

# A Sweet Sneaker Collab for a Cause



PUMA X DUNKIN'

This release, featuring reworked versions of PUMA’s GV Special and Triple Basketball models, brought Dunkin’s signature pink and orange branding to life in footwear form.

In a surprising but utterly charming blend of sportswear and coffee culture, PUMA and Dunkin’ teamed up for a limited-edition footwear collection that brought Dunkin’s signature colors and branding into the sneaker world. The collaboration, which dropped in May 2022, featured reworked versions of PUMA’s classic GV Special and Triple Basketball models. The design process was a playful nod to Dunkin’s iconic iced-coffee cups and donuts, with sneakers featuring two-tone pink and orange laces, sprinkles-inspired sock liners, and co-branding that proudly showcased both logos. The GV Special, for example, combined white synthetic uppers with the familiar Dunkin’ pink and orange hues, while the Triple Basketball model also mirrored the distinctive color palette, but with the added whimsical touch of a sprinkled motif inside the shoe. Each pair celebrated Dunkin’s fun, lighthearted branding with a wearable flair.

The collection’s marketing campaign was timed to coincide with Dunkin’s annual “Iced Coffee Day”—a charity-driven event that supports children in local hospitals. This added a layer of purpose to the collaboration, encouraging fans to get involved with Dunkin’s community initiatives. PUMA and Dunkin’ also capitalized on social media to drum up excitement for their sneaker collaboration. The quirky collaboration isn’t out of line for the food brand, and tracks with Dunkin’s increasing trend of merging coffee culture with fashion. Having previously partnered with brands like Saucony for limited-edition sneakers, Dunkin’ has even released its own line of branded apparel, ranging from socks to hats. In doing so, the company continues to strengthen its unique position at the intersection of streetwear and food branding. By tapping into this niche, Dunkin’ isn’t just offering coffee anymore—they’re serving up style too.

