

## DJ Snake signed as Puma ambassador for new Mirage sneaker franchise

Puma has announced its collaboration with French DJ and record producer, William Sami Étienne Grigahcine, better known as DJ Snake. He will be a global ambassador for Puma's sneaker franchise, the Mirage.

The Mirage will be available at Puma stores, [PUMA.com](https://puma.com), sportscene online, The Cross Trainer, Side Step, Shesha, Superbalist and selected retailers from 15 March 2021, with a retail price of R1 899.

For more, visit: <https://www.bizcommunity.com>