



PUMA and Randomevent team up for daring streetwear collection

Herzogenaurach, Germany, January 6, 2020 - Sports company PUMA has teamed up with Chinese label Randomevent for a daring streetwear collection, combining urban and street styles with graphics in unexpected places and rich colors.

Established in 2012 by fashionable clothing enthusiasts, Randomevent wants its products to influence the life of its consumers and believes that clothes are all about attitude.

The collection consists of the **PUMA's CELL Alien Randomevent** sneaker, which features unique detailing such as a yellow PUMA Formstrip with a print and special labels highlighting the collection statement 'make things worse but cool'.

On the apparel side, the **PUMA x Randomevent AOP Windbreaker** combines street style and art with all over printed fabric, while the **PUMA x Randomevent Bomber Jacket** stands out with highly visible prints and embroideries on the back. Other design elements include small flowers, representing the good things in life, as well as the rabbits and carrots Randomevent previously introduced in its 'Melting Sadness' project. The collection also includes the 80's influenced accessories like the **PUMA x Randomevent Bucket Hat** in vibrant orange with a rabbit and carrot embroidery.

The **PUMA x Randomevent** collections drops exclusively in China on CN.PUMA.com and Randomevent.com.cn on January 6 and globally on PUMA.com, PUMA stores and selected retailers on January 11.

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PUMA

PUMA is one of the world's leading Sports Brands, designing, developing, selling and marketing footwear, apparel and accessories. For 70 years, PUMA has relentlessly pushed sport and culture forward by creating fast products for the world's fastest athletes. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running and Training, Basketball, Golf, and Motorsports. It collaborates with renowned designers and brands to bring sport influences into street culture and fashion. The PUMA Group owns the brands PUMA, Cobra Golf and stichd. The company distributes its products in more than 120 countries, employs more than 13,000 people worldwide, and is headquartered in Herzogenaurach/Germany. For more information, please visit <http://www.puma.com>

Randomevent

Randomevent, Founded in 2012, is a local Chinese designer brand focusing on youth culture and street fashion. Drawing inspiration from past and present youth culture, merge the reflect on culture and society, traditional and original together. Randomly take samples from street, internet network and 90s retro, etc, continues influence youth groups through music, art, party, etc.