

PUMA X RHUDE



MEDIA RELEASE

PUMA AND RHUDE TAKE ON MOTORSPORTS IN NEW COLLECTION

Herzogenaurach, Germany, March 5, 2020 – Sports company PUMA and L.A. based streetwear brand RHUDE have partnered for their second collaboration together, a line inspired by motorsports and infused with RHUDE's minimalistic designs and colors.

Minimalism meets motorsport for this **PUMA x RHUDE** collection, with reimagined badges, branding and fresh graphics. The color palette stays true to RHUDE's aesthetics, giving a vintage feel to the collection, while reflective elements create contrast and give it a modern look.

A style from PUMA's rich tennis archives, the **Performer x RHUDE** gets a modern look with a mix of reflective and hot pink leather overlays, muted colors on a nubuck upper with nylon inserts and suede overlays, an EVA midsole and gum outsole, and a hairy suede Formstrip. The line also includes variations of the **Alteration NU** and **Ralph Sampson Lo**.

Functionality is key when it comes to the clothing in this collection. The **PUMA x RHUDE Utility Vest** is a trend silhouette utility vest in full cotton material, featuring a seat belt webbing strap and plastic buckle to adjust to the perfect fit, a front closure with metal press buttons and front zip pockets, and PUMA x RHUDE tonal embroidery branding on large front pocket. Designed with reflective elements inspired by motorsports, the **PUMA x RHUDE HZ Jacket** is a half zip jacket with a kangaroo pocket for storage, a graphic rubber print at the lower back, and elastic cuffs and waistband with drawcords for an adjustable fit.

The **PUMA x RHUDE Bucket** is a reversible bucket hat with one side fully reflective with 3-D embroidery PUMA x RHUDE branding and the other side plain black with "Nothing's finished"

printed and a PUMA woven label. The collection includes a further range of apparel and accessories.

Rhuigi Villaseñor founded RHUDE in 2015 with the vision to create designs that are a cross of effortless, minimalistic styles and streetwear. The brand aims to rebel against a disciplined environment by creating clothes that express raw experiences.

Go modern with motorsports. The PUMA x RHUDE collection is available on PUMA.com, PUMA stores, and selected retailers on March 7.

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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>

RHUDE

R H U D E, founded by Rhuigi Villaseñor in 2015, is a design venture to showcase ready-to-wear collections. R H U D E focuses on minimalistic effortless style mixed with streetwear sensibilities, using fine fabrics and focus on fit. R H U D E celebrates the youth and elegance through simple and functional clothes.