



PRESS RELEASE

STREETWEAR EVOLUTION: PUMA X THE HUNDREDS

Herzogenaurach, Germany, May 7, 2020 - Sports company PUMA has joined with community-powered streetwear brand The Hundreds to debut a new line of footwear, apparel and accessories. Inspired by the transformation of streetwear over the last three decades, 'The '90s Cliques' collection features bold graphic-driven pieces with heavy color blocking. Garments can be broken down into four key styles: preppy, jock, party crew and 20/20.

The PUMA x The Hundreds Windbreaker rocks a plaid print that would look at home at any 90's concert, with a half-zip neckline and welt pockets. For a more contemporary look, try the camo **PUMA x The Hundreds Reflective Windbreaker** paired with **PUMA x The Hundreds Reflective Shorts**. Each clique is also present in the collection through an extensive range of unique tees, hoodies, shorts and tracksuits.

The 20/20 crew is represented by the **RS-Pure x THE HUNDREDS** shoe, which merges past and present sneaker trends with a monochromatic black camo print and a suede Formstrip. The new line also incorporates PUMA classics like the Palace Guard, Performer Mid, Clyde and Leadcat, with a look tailored to reflect each clique.

Highlights from the accessories collection include the **PUMA x The Hundreds Bucket Hat** and **PUMA x The Hundreds Cap** with a flat brim, as well as two takes on the classic streetwear backpack.

California-based The Hundreds was founded in LA in 2003 by Bobby Kim and Ben Shenassafar. It is a classic streetwear brand and a media platform dedicated to global street culture. Their guiding focus, people over product, is also the main force behind the **PUMA x The Hundreds** collaboration. By exploring the

progression of '90s street style over time, designers got a chance to create products for the consumer of today as well as tomorrow.

Pick your clique with the **PUMA X The Hundreds** collection, which drops on PUMA.com on May 7.

###

Media Contact:

Brice Waller, Media Relations, The Hundreds – brice@thehundreds.com

Alberto Turincio, Sportstyle PR Global – alberto.turincio@puma.com

Liz Smith, Sportstyle PR Global – liz.smith@puma.com

PUMA

PUMA is one of the world's leading Sports Brands, designing, developing, selling and marketing footwear, apparel and accessories. For more than 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 14,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.puma.com/>

The Hundreds

The Hundreds is a 2-part project that houses a Classic Californian Streetwear brand and media platform dedicated to Global Street Culture. Founded by Bobby Kim (Bobby Hundreds) and Ben Shenassafar (Ben Hundreds) in 2003, the Los Angeles-based company incorporates their trademark attitude and personal perspective on street subculture, with an emphasis on people over product. The Hundreds clothing encompasses T-shirts, denim, wovens, fleece, headwear, and outerwear. Much of the brand narrative is told through collaborations, with partners like Disney, adidas, and Garfield. Currently, The Hundreds is stocked worldwide, with a flagship location in L.A.'s Fairfax District (est. 2007).