

A\$AP



## A\$AP Rocky Takes Over The PUMA NYC Flagship For His Latest Footwear and Apparel Drop



### **EVENT IMAGERY**

*Courtesy of BFA*

Tonight, A\$AP Rocky took over the PUMA NYC Flagship to debut his latest motorsport-inspired collection of PUMA footwear, apparel, and accessories. This consumer event featured DJ performances by A\$AP Rocky himself, A\$AP Lou and SS4K, as well as customization stations, interactive photo moments, giveaways and more.

The night-racing and neon lights inspired collection continues to push the boundaries of footwear design with a striking new Mostro 3.D colorway, as well as a restock of his take on the Inhale Sneaker, which has been re-engineered with an allover distressed treatment and custom embroidery.

The collection is available now on [PUMA.com](https://puma.com), PUMA retail stores and select global retailers.







## **PUMA**

PUMA is one of the world's leading sports brands, designing, developing, selling and marketing footwear, apparel and accessories. For 75 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 about 20,000 people worldwide, and is headquartered in Herzogenaurach/Germany.

## **PRESS CONTACTS:**

Andria Arizmendi, [arizmendi@kcdworldwide.com](mailto:arizmendi@kcdworldwide.com)

Alyssa Driggs, [driggs@kcdworldwide.com](mailto:driggs@kcdworldwide.com)