



PRESS RELEASE

Rihanna and PUMA are Here to Play with the Brand New, Modern and Sleek Avanti LS

January 13, 2025 – Herzogenaurach, Germany – Slim and sleek, the limited-edition Avanti LS is brand new and designed by Rihanna. A redesign from the original Avanti, the LS is light, minimal and cutting-edge with a striking new heel featuring short gum studs highlighting the turf styles of the past. Inspired by the legendary PUMA King football boot, the Avanti LS is crafted in royal blue suede with touches of gold, a cream Formstrip, and a classic football gum sole.

At the forefront of the low-profile trend, PUMA has drawn inspiration from the archive across a variety of styles including the Speedcat, the Mostro and now the Avanti LS. Rihanna's design inspiration is rooted in soccer but takes on a fashion lens with a slim upper and a playful blue colorway.

Rihanna has already been spotted sporting the style at Giorgio Baldi and out on the streets of New York City. Dress it up or down, the Avanti LS is a playful shoe for every occasion.

The FENTY x PUMA Avanti LS is available on January 16th at **10am EST** exclusively at [PUMA.com](https://puma.com)

Media Contacts:

PUMA, ann.unger.ext@puma.com

KCD New York, arizmendi@kcdworldwide.com

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.