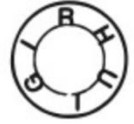


**PRESS RELEASE**



**PUMA AND RHUIGI'S BARBERSHOP-INSPIRED COLLECTION  
IS A CUT ABOVE THE REST**



**Herzogenaurach, August 12, 2023** – PUMA continues its ongoing collaboration with the founder and creative director of RHUDE, Rhuigi Villaseñor.

Following up on previous capsule releases that honor and pay homage to the five boroughs of New York City; PUMA and Rhuigi now debut part five of their partnership.

Drop five is a celebration of the hidden gems, community cornerstones, and local heroes, told through a curated selection of barbershop-inspired gear. Featuring specially designed crests and insignias

throughout, part five is an invitation to sit down in the barber's chair. Premium takes on the PUMA Clyde come with a razor-sharp matching set that includes a collared shirt, track jacket, shorts, and a matching cap. Blue and pink pinstripes adorn the track jacket, shorts, and cap, channeling a preppy but classic look and feel.

Two complimentary versions of the Clyde come with a blue and white color scheme, featuring a tumbled leather upper, overstated tongue with bold PUMA lettering, and fuzzy suede accentuating the PUMA Formstrip.

PUMA x Rhuigi drop five will be available starting August 12, 2023, from PUMA.com, PUMA flagship stores, and selected accounts worldwide.

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**PUMA**

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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.