



PUMA AND STAPLE'S "EAST WEST IVY" COLLECTION IS AT THE TOP OF ITS CLASS



Herzogenaurach, October 11, 2023 – PUMA and STAPLE continue their collaboration with the "East West Ivy" collection, which explores Asian American culture through the lens of 1960s collegiate style trends.

During this era, many fashion trends were inspired by the preppy collegiate style of US coastal universities – including the early generations of Asian American student communities. Taking inspiration from this time period, the PUMA x STAPLE East West Ivy collection brings together 60's Asian-American collegiate aesthetics with the New York City streetwear roots of STAPLE.

These two movements are translated through classic, varsity-inspired chenille badges and premium materials, combined with traditional iconography from Asian cultures.

These elements are displayed across a range of collegiate silhouettes including caps, jackets, hoodies and T shirts.

“We’re excited to team up with PUMA again on a collection that brings together Asian American culture, classic collegiate style, and our streetwear roots in New York City” says Jeff Staple. “These elements have been translated into timeless pieces that truly embody STAPLE as a brand.”

The collection’s highlights include cut-and-sew items like the Varsity Jacket and V-Neck Crew, both of which channel classic Americana with a letter-jacket aesthetic, bearing “P” and “S” for PUMA and STAPLE, respectively. The accompanying Hoodie, Sweatpants, and Graphic Tees are emblazoned with specially created graphics and logos, once again drawing inspiration from Asian American cultures.

The footwear offerings include two colorways each of the PUMA Suede and Slipstream. Envisioned through STAPLE’s lens, the shoes feature re-worked elements like zig-zag shaped eye stays, debossed gold lettering, and yin-yang symbols on the tongue, while each sneaker comes affixed with PUMA Jumping Cat hardware in gold.

Lastly, accessories include a lecture hall-ready Duffle Bag, as well as a Beanie and Cap.

The PUMA x STAPLE “East West Ivy” collection is available starting October 19 on PUMA.com, PUMA flagship stores, and select PUMA stockists, and on staplepigeon.com on October 17.

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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 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.

Jeff Staple

Jeff Staple (born Jeffrey Ng) is a creative visionary with work encompassing graphic design, fashion design, footwear design, and brand marketing. He is the founder of the REED ART DEPARTMENT (f.k.a. Staple Design) and has worked on creative projects ranging from startup brands to Fortune 100 companies. Jeff founded STAPLE in 1997, the NY-based pioneering streetwear brand with the now infamous "Pigeon" logo. He also founded experiential lifestyle boutique, REED SPACE in 2002.

Gidra

In February 1969, a group of UCLA students created the highly influential publication; "*Gidra: The Monthly of the Asian American Experience*". Conceptualized in response to anti-Asian sentiments at the university and in greater Los Angeles at the time, *Gidra* emerged as the voice of the Asian American movement.

"Gidra" took its name from *King Ghidorah*, the villainous three-headed winged monster and enemy of Godzilla. Although Ghidorah was portrayed as the antagonist in the original story, the *Gidra* movement saw him as an entity resisting an oppressive system that sought to eradicate his existence. Activists saw parallels in Ghidorah's story reflected in their first-hand experiences of societal oppression and systemic racism.