

PRESS RELEASE



8ENJAMIN  
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## PUMA AND 8ENJAMIN LINK UP FOR A SKATEINSPIRED COLLECTION OF PLAYFUL PASTELS



**Herzogenaurach, Germany; May 18, 2023** – Meet Fluzz, the main character of a brand new collaboration between PUMA and 8enjamin.

A fun interplay between 8enjamin's vibrant color palette and nostalgic skateboarding aesthetics, Fluzz is an all-city, sneaker-loving pastel cloud that serves as the main character for a new collection of apparel and footwear.

An artist and designer, as well as an in-house member of the PUMA design team, 8enjamin's work is an expression of color, action, and positivity.

Defined by relaxed fits, psychedelic prints, and skate-inspired details, the collection features apparel including graphic-adorned hoodies and T-shirts bearing the image of Fluzz. 8enjamin has also created a

bubbly rendition of the PUMA wordmark, which is used on select pieces throughout. The collaboration's mesh shorts boast an all-over kaleidoscopic pattern in two color options: vibrant orange, purple, and green, plus a monochromatic take as well.

For footwear, 8Benjamin's Fluzz character informs the Suede and Slipstream sneakers. An homage to some of the artist's favorite sneakers, and models he has loved wearing himself, the Suede is reimagined with a light pink upper, overstated fluffy laces, and a custom Fluzz hangtag. The Slipstream features a tonal white colorway with pops of purple and pink throughout, also featuring fluffy laces. Both shoes come packaged in a special shoe box that doubles as a collectible art piece. A special bucket hat and tote bag round out the collection's accessories.

The latest PUMA x 8Benjamin collection is available starting May 19, 2023 from PUMA flagship stores, PUMA.com, and PUMA stockists.

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**PUMA**

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