



Worlds Collide in PUMA's First Grunge-Inspired Collaboration with The Ragged Priest



Herzogenaurach, Germany; April 4, 2023 – The first-ever partnership between PUMA and The Ragged Priest is a celebration of self-expression and individuality.

Created to clash, the collection's styles stand out with asymmetrical hems and patchwork stitching, culminating in a partnership that was made in heaven, with a touch of hell. For over 15 years, The Ragged Priest has disrupted British fashion with distinctive, grunge-inspired collections that specialize in worn-in knitwear and statement denim. Hardware details and distinctive designs have become hallmarks of The Ragged Priest, a brand that has carved out its own sphere between the worlds of streetwear and fashion.

The collaboration pays homage to the design signatures of both brands, featuring optimistic warped neon prints fused with black cult classic silhouettes, asymmetrical elements, and contrast stitching. The collection includes matching sets complemented by wearable essentials, in off-duty style hoodies and sweatpants. Balancing vivid tones and psychedelic patterns with muted blacks and greys, the collaboration features subtle PUMA x The Ragged Priest co-branding throughout.

PUMA x The Ragged Priest also serves up two takes on the Slipstream sneaker to match back with the capsule apparel collection, plus a radical take on the Mayze sneaker guaranteed to make noise among sneaker and streetwear fans alike. The drop is completed by accessory options in a Mini Tote, Shopper Bag, and Bucket Hat.

PUMA x The Ragged Priest is available April 6, 2023 from PUMA flagship stores, PUMA.com, TheRaggedPriest.com, and selected retailers.

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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 more than 70 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 more than 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.puma.com>

The Ragged Priest

THE RAGGED PRIEST SHINES A LIGHT ON THE DARK.

Inspired by its grunge roots and beginnings in customised denim, the British fashion brand is globally renowned for its directional denim and unapologetic designs. Champions of subculture and self-expression, The Ragged Priest delivers statement women's and men's collections Ft. denim, 90s-inspired cult classics and emerging trends, reimagined the Ragged way.