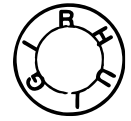


## PRESS RELEASE



### PUMA X RHUIGI PART TWO IS A SLICE OF NEW YORK CITY

**Herzogenaurach, Germany; February 16th, 2023** – PUMA and Rhuigi introduce part two of their capsule collection that celebrates American classics.

The coast-to-coast collaboration links Rhuigi's home of Los Angeles with the cultural melting pot of New York City. The diversity and cultural richness of NYC's five boroughs serve as the inspiration for the capsule, and also the setting for this latest editorial.

Centered around the aesthetics of college athletics and Americana at large, part two of the capsule includes a Varsity Jacket, Double-Layered Hoodie, and a fresh take on the PUMA Slipstream, all created in collaboration with Rhuigi. "New York Worldwide" graphics on the apparel pay homage to the music, style, and culture of the Big Apple, while a timeless green and cream color scheme further evokes a vintage feel.

The campaign for PUMA x Rhuigi part two celebrates a shared experience that unites all New Yorkers; the humble pizza slice. Set at family-owned institution Lenny's Pizza, the editorial is fronted by Kia Patrón (@kiaptron), Tyliv Bonaparte (@tylivbonaparte), and owner of Lenny's Pizza, Frank Giordano.

Rhuigi Villaseñor is the founder of clothing label RHUDE, a brand that melds American iconography with nostalgic cultural references, culminating in a unique commentary on the city of Los Angeles. Villaseñor has made a name for his reinterpreted classics that draw from Americana, music, and street style.

The latest PUMA x Rhuigi capsule will be available starting February 18, 2023 from PUMA.com, PUMA 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 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. [www.about.puma.com](http://www.about.puma.com)