

PRESS RELEASE



PUMA IS BRINGING SERIOUSLY PLAYFUL VIBES TO GAMERS EVERYWHERE WITH THE RKDO APPAREL COLLECTION

Boston, Massachusetts; July 26, 2021 — Global sports company PUMA has announced the launch of **RKDO**, an apparel collection designed for gaming and esports. RKDO merges modern style and functionality with custom graphics and illustrations in a complete lifestyle and performance collection. PUMA brand ambassador **Erin Ashley Simon** will debut the RKDO Collection in her first campaign for the brand.

“I am thrilled to be featured in PUMA’s new esports collection,” said multi-media and esports personality, **Erin Ashley Simon**. “RKDO is a vibrant collection of comfortable and colorful pieces perfect for gaming, competing and wearing on a comfortable day out.”

The collection features apparel for both men and women and consists of jerseys, hoodies, track pants, shorts, leggings and a camper. Each piece is designed with performance gaming in mind, including ergonomic design elements and playful touches, such as bright neon accents and kinetic patterns across many of the clothing items.

Whether its gaming tournaments, streaming marathons, or anything in between, RKDO is bringing seriously playful vibes to gamers everywhere.

Erin Ashley Simon is part of PUMA’s newest women’s platform “She Moves Us,” which celebrates women who move culture and sports forward and inspire other women around the world. To learn more, click [here](#).

The **RKDO Collection** will drop July 29 on PUMA.com and select retailers worldwide with retail prices ranging from \$35 - \$100.

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Media Contact:

Melissa Garbayo, Senior Team Head, Marketing Communications – melissa.garbayo@puma.com

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. www.about.puma.com