

## PRESS RELEASE



MAISON KITSUNÉ  
PARIS

### PUMA AND MAISON KITSUNÉ CELEBRATE EVERYDAY ELEGANCE IN SPORT

**Herzogenaurach, Germany; November 10<sup>th</sup>, 2021** — Sports company PUMA and independent Paris fashion house Maison Kitsuné are partnering together for a second collection where sport meets urban-chic, merging the brand's Paris-meets-Tokyo aesthetic with PUMA's classic styles and sport heritage.

The **PUMA x MAISON KITSUNÉ** collection stays true to its clean, aesthetic style and extends its Japanese-French heritage from the first season onto its second. Designs take inspiration from Japanese streetwear and are elevated with touches of French elegance. This simple yet elevated streetwear collection includes apparel, footwear, and accessories.

This chic collection includes subtle, embroidered details and a color palette of lighter tones. Maison Kitsuné's signature Fox logos can be seen throughout the collection. The footwear includes the **Suede Crepe**, a classic style in a tan upper with a light blue formstrip and a crepe sole, and the **Mirage Sport**, with unique lines, overlays, and constructions in a bright material mix. In addition to a line of elevated sweats, the collection includes a reverse bomber, waterproof poncho, trench coat, and cargo pants.

With a passion for all things beautiful, independent Paris fashion house Maison Kitsuné cultivates *Art de Vivre* – or “The Art of Living” – in all that they do. Striking a delicate balance between traditional Eastern and contemporary Western influences, they elevate basic staples with streetwise sophistication and a Parisian je-ne-sais-quoi.

The latest from **PUMA x MAISON KITSUNÉ** drops on PUMA.com, PUMA stores and select retailers on November XX with retail prices ranging from \$XXXX – \$XXXX. The collection is also available on maisonkitsune.com and select Maison Kitsuné stores across the world.

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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)

## **MAISON KITSUNÉ**

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Created in 2002 by Gildas Loaëc and Masaya Kuroki, Kitsuné offers a unique, inspirational *Art de Vivre* blending a fashion brand (Maison Kitsuné), music label (Kitsuné Musique) and cafés, bars, and restaurants (Café Kitsuné).

Over the last nineteen years, the multi-faceted Paris-meets-Tokyo brand has consistently grown and increased its international influence organically, building a loyal fan base all over the world. Since inception, Maison Kitsuné has grown its network of directly owned and operated stores to 34 locations across Paris, New York City, Los Angeles, Tokyo, Kyoto, Osaka, Hong Kong, Shanghai, Honolulu, Seoul, Busan, Bangkok and Jakarta. The collection is also available online via the brand's e-commerce site, as well as in more than 400 points of sale worldwide.

The music label's philosophy has always been about singling out the up-and-coming talents about to break through in music. Over the years, Kitsuné Musique has become the first home of now unmissable artists such as Parcels, Two Door Cinema Club, Digitalism and more. If there is a Kitsuné sound, then it's an incredibly diverse one, led by the passion for talent scouting.

Created in 2013, Café Kitsuné has grown to a network of 16 cafés across Tokyo, Paris, Seoul, Okayama, New York City, Shanghai, Kyoto, Bangkok and Jakarta, achieving cult status amongst specialty coffee lovers around the world. In 2019, Café Kitsuné has also extended its activities to new business lines, adding roasteries, bars and restaurants to its range.