



PRESS RELEASE

DRESS CONSCIOUSLY WITH PUMA AND THE HUNDREDS

Herzogenaurach, Germany, September 25th, 2020 - Sports company PUMA has teamed up again with community-powered streetwear brand The Hundreds for a new line of footwear, apparel and accessories designed with sustainability in mind. The collection is based on the idea of a hopeful future, expressing this message with more sustainable materials, organic cotton, and inspiring labels and graphics.

The **PUMA X The Hundreds** collection aims to increase awareness around our environmental impact and make us more conscious about the way we dress. Recycled and organic fabrics are used in the designs along with clever functionality. Many items are reversible, transformable, and multi-use. Sustainable materials used throughout the collection include recycled rubbers, organic cotton, chrome-free leathers, and recycled meshes for uppers, lining and sock liners. The looks are collegiate inspired with special graphics to highlight the sustainable aspect of the collection.

The Hundreds continue to put their spin on classic PUMA silhouettes this season, pulling from the PUMA tennis archives for another **PUMA X The Hundreds Performer**, featuring bold colors and recycled materials on the upper. Design details include a mix of mesh and nylon on the upper with neoprene and synthetic overlays, a color blocked outsole, and an extra set of blue laces. Further footwear in the collection includes styles like the **Future Rider** and **RS-2K**.

With a fold down collar, full-zip closure, cuffs with an adjustable fit, and multiple pockets, the **PUMA X The Hundreds Chore Jacket** is made for personal comfort. The jacket comes in both black and tan and is made with recycled polyester. The **PUMA X The Hundreds Chino Pants** match the jacket in a recycled polyester and include belt loops for additional comfort. The **PUMA X The Hundreds Reversible Hoodie** and **PUMA X The Hundreds Reversible Shorts** are made with organic cotton and offer the chance for customization with a different print on each side.

Cut down on plastic bags with the **PUMA X The Hundreds Convertible Bag**, which transforms from a shopper into a crossbody bag. The shopper includes “For the World” printed across the side with webbing carry handles. The crossbody style has two large zip pockets on front made with organic cotton fabric and includes a detachable and adjustable webbing shoulder strap. The super lightweight packable **PUMA X The Hundreds Cap** can be folded and stored away into an integrated pouch and is made of recycled polyester.

California-based The Hundreds was founded in LA in 2003 by Bobby Kim and Ben Shenassafar. It is a classic streetwear brand and a media platform dedicated to global street culture. PUMA and The Hundreds aim to transform the way we live and think in order to work towards creating a better world through this drop.

Outfit your look with the world in mind. Grab the latest from **PUMA X The Hundreds** when it launches on September 26th.

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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 14,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.puma.com/>

The Hundreds

The Hundreds is a 2-part project that houses a Classic Californian Streetwear brand and media platform dedicated to Global Street Culture. Founded by Bobby Kim (Bobby Hundreds) and Ben Shenassafar (Ben Hundreds) in 2003, the Los Angeles-based company incorporates their trademark attitude and personal perspective on street subculture, with an emphasis on people over product. The Hundreds clothing encompasses T-shirts, denim, wovens, fleece, headwear, and outerwear. Much of the brand narrative is told through collaborations, with partners like Disney, adidas, and Garfield. Currently, The Hundreds is stocked worldwide, with a flagship location in L.A.'s Fairfax District (est. 2007).