



PRESS RELEASE

GAME ON. THE PUMA X ANIMAL CROSSING™: NEW HORIZONS COLLECTION IS COMING

Herzogenaurach, Germany; August 30th, 2021 — Get ready to go on an island getaway with this latest collaboration between PUMA and Animal Crossing™: New Horizons. Tom Nook and other favorite characters from the popular franchise are featured in a variety of styles, including apparel and footwear for adults and kids. You won't trade your new outfit for anything.

The **PUMA x Animal Crossing: New Horizons** crossover takes cues from the beloved game; the collection's streetwear silhouettes are reimagined with natural colors and authentic graphics from the fun franchise. The resulting collaboration is ready for anything, with styles for both adults and kids, including some of PUMA's most distinctive shoe silhouettes, Suede, Wild Rider, and Future Rider.

PUMA's timeless style, the **Suede**, features a beige hairy suede upper, triple formstrip with printed graphics on the top layer, translucent sole with graphic imprint, tongue label with debossed co-branding, a leaf hangtag, and a canvas lace bag inspired by the bell bag with additional laces.

The **Wild Rider** silhouette is inspired by the movement and motion of city life. The collab version has a beige nylon upper adorned with an Animal Crossing resident print with green, blue, and sand suede overlays, a translucent formstrip on the side, an embroidered leaf on the heel and a debossed lace tag with PUMA's logo.

The pack is not complete without the **Future Rider**. Constructed with nylon, canvas and suede overlays, this silhouette features a debossed leaf graphic on the heel, taken directly from the iconic Animal Crossing logo. The side TPU piece includes a graphic which alludes to the game's design elements, as well as the canvas lace bag with additional laces to customize your look.

Your island escape wouldn't be complete without some sharp adventure-ready outfits; short and long sleeve tees, hoodies, shorts, and sweatpants all in the signature color palette of the game,

in addition to spotlighting some of its most well-known residents and elements. Just don't forget your boarding pass.

Tom Nook is waiting for you, so prepare for the most amazing trip with the new **PUMA x Animal Crossing: New Horizons Collection**. Available starting September 18th on PUMA.com and select retailers worldwide.

To learn more about Animal Crossing™: New Horizons click [HERE](#).

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PUMA

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