



## PRESS RELEASE

Embargo: November 16<sup>th</sup>, 2020 at 9am EST

### THE SUPER MARIO 3D ALL-STARSTM COLLECTION BY PUMA IS HERE

**Herzogenaurach, Germany; November 16<sup>th</sup>, 2020** — The wait is over, the second drop of the PUMA and Super Mario™ collaboration is just a couple of days away, created to commemorate the 35<sup>th</sup> anniversary of the Super Mario Bros. franchise. Iconic Super Mario game elements such as colors, graphics, and fan-favorite characters are used throughout the collection.

The inspiration for this footwear and apparel collection comes from the Super Mario 3D All-Stars™ game featuring three of Mario's greatest adventures, Super Mario 64™, Super Mario Sunshine™, and Super Mario Galaxy™. This exciting partnership features some of PUMA's most distinctive silhouettes, Clyde, Future Rider, RS-Fast, and a version of J. Cole's signature basketball shoe the RS-Dreamer. The apparel includes a selection of tees and sweatshirts that match the design inspiration of each shoe.

The **Future Rider Super Mario 64** are inspired by Super Mario's first 3D adventure. The upper design takes nods from Mario's recognizable red and blue outfit, his trusty Wing Cap, and the game's landscape color palette. Additional details include a set of bricks on the midsole, a wing embellishment on the heel, and a Super Mario 64 hangtag.

Mario's adventures in the tropical Isle Delfino are the inspiration for the design of the **Clyde** and **RS-Dreamer Super Mario Sunshine**, the latter is court ready with PUMA Hoops technology. Both feature details from the water-filled game, like the F.L.U.D.D., the Shine Sprites, and overall color scheme. The Clyde Super Mario Sunshine also includes a Mario hangtag where he is seen holding his F.L.U.D.D.

In 2007 Super Mario Galaxy was released, a title that took Mario out of this world and transported him into deep space. The color palette for the **RS-Fast Super Mario Galaxy** is a mix of black, purple, white, and metallic silver with a galactic print. Mario's sidekick, Luma, is clearly noticeable throughout the design.

An exciting surprise that pays homage to Nintendo's original console will drop early in December, the **Future Rider Nintendo Entertainment System™** shoe will be available in infant, kids, and adult sizes. The grey, red, and black color scheme is a direct nod to the system's design. The tag on the shoe's tongue features the cover of the first-ever Super Mario Bros. game. Other fun embellishments include the Power and Reset buttons, and a hangtag shaped like the Classic NES™ Controller.

Retailing for \$XX - \$XXX, the **Future Rider Super Mario 64**, **RS-Fast Super Mario Galaxy**, and the **Clyde** and **RS-Dreamer Super Mario Sunshine** will be available starting Friday, November 27th. The **Future Rider Nintendo Entertainment System** shoe will be launching globally on Friday, December 4th.

All styles will be available on PUMA.com and select retailers worldwide, while the **Clyde** and **RS-Dreamer Super Mario Sunshine** will be available exclusively at U.S. Foot Locker stores and online.

###

**Media Contact:**

Alberto Turincio Smith, Global PR, PUMA – [alberto.turincio@puma.com](mailto:alberto.turincio@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 14,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.puma.com/>