



PRESS RELEASE

PUMA AND X-GIRL BREAK THE RULES OF Y2K SKATE AESTHETICS



Herzogenaurach, March 4, 2024 – PUMA and X-girl explore the rebellious style codes of '90s and 2000s skateboarding culture for the duo's first-ever collaboration.

Sister brand to seminal Japanese imprint XLARGE, X-girl was established in 1994 by Kim Gordon of Sonic Youth and Daisy von Furth. The cult brand's raw ambition to create "Real Girl's Clothing" is fed by a sampling of music and subculture.

PUMA's bold team-up with X-girl is defined by its feminine edge and informed by skate-inspired accents and graphics, used across a selection of cut-and-sew pieces as well as reworked PUMA footwear models. The collection evokes DIY sensibilities through the use of graffiti-inspired lettering, contrast stitching, and hand-finished detailing.

The ethos of the partnership is best exemplified by items like the matching Midi Skirt and Woven Jacket that channel elements of workwear. Cropped Graphic Hoodies with a rolled hem bring a vintage feel, while the cycling-inspired Short Tights and Crop Top are adorned with an allover pattern and X-girl tags. For accessories, the collection's Bucket Hat and Barrel Bag are accentuated with X-girl beading.

Eclectic takes on the PUMA 180 and PUMA Suede come with a special accessory kit including patches, charms, studs, and pearls, plus boldly colored laces. PUMA's leaping cat logo appears as a lace charm on both silhouettes, while PUMA's Formstrip is cleverly reimaged as a carabiner.

PUMA x X-girl is available starting March 7, 2024, from [PUMA.com](https://puma.com), PUMA flagship stores, and selected PUMA retailers.

Media Contact:

Alberto Turincio, PUMA Global Communication, Sportstyle – alberto.turincio@puma.com

Sandra Wedel, PUMA Global PR, Sportstyle – sandra.wedel@puma.com

PUMA

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