



MUSIC AND SPORT COLLIDE FOR LATEST PUMA X BUTTER GOODS COLLECTION

Herzogenaurach, Germany, April 20th, 2022 — Global sports company PUMA and Australian skate label Butter Goods are partnering together for a new collection that makes a nod to the '90s, drawing inspiration from the ethos of Butter Goods, where skateboarding and music collide – sure to bring about feelings of nostalgia.

Archive-inspired silhouettes with contemporary fits and a strong visual design language combine PUMA's sportswear DNA with Butter Goods' unorthodox approach. Key details include retro-inspired prints and designs, sports inspired accents, bold all over prints, and utilitarian apparel.

The campaign images showcase the strong influence of music on the Butter Goods brand, shot by photographer and skateboarder Atiba Jefferson (who also happens to be a part-time DJ) on recording artists and producers [Liv.e](#) and [Mndsgn](#) in a Vintage Synth Museum. The two worked together to create and produce an original song for the campaign, which is showcased in the video ad.

Usain Bolt lends his voice to the campaign video as well, playing an animated Super PUMA, the brand's retro mascot. The Super PUMA is seen chasing after a butterfly while wearing the **Slipstream Lo PUMA x BUTTER GOODS** and along the way loses one of his shoes. His journey takes him through nature, eventually finding his shoe, when he peeks inside, he sees Liv.e and Mndsgn, performing the original song. The full video can be viewed [HERE](#).

The **PUMA x BUTTER GOODS** sophomore collection features their second spin on the **PUMA Slipstream Lo**, as seen in the campaign video. Available in two colorways, the white version looks like it was plucked straight from the '90s, with a speckled sole and accents of purple and green. Butter Goods takes another go at the classic **PUMA Suede VTG** as well, this time going for a hairy suede look in blue and white colorway options.

Striking graphic co-branding, and retro inspired colorways on the apparel create a standout offering of both classic streetwear and bold, statement looks. One of the most attention-grabbing pieces in the collection is the **Polo**, arriving in two colorways with a large athlete graphic on the

front over a graphic all over print. For a more toned back look, there are items like co-branded hoodies and graphic tees along with accessory staples like a tote, cap, and flatbrim cap.

Founded in Perth, Australia in 2008, Butter Goods exists in a place where skateboarding and music collide and inspired by the different counter cultures that were born through those movements.

The **PUMA x BUTTER GOODS** collection drops on PUMA.com, PUMA stores and select retailers on April 23rd.

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PUMA

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