

RIHANNA HOLDS PRESS CONFERENCE FOR NEW FENTY X PUMA AVANTI

Rihanna defines the 'Soccer Mom Fashion Era'



Yesterday, Rihanna held a press conference in Los Angeles, announcing her new FENTY x PUMA Avanti sneakers. Rather than a crowd of traditional press, she only accepted questions from kids. Inspired by football, Rihanna redefines what a “Soccer Mom” really means - fashionable, sporty-chic and comfortable. The new colorways of the FENTY x PUMA Avantis are available now at [PUMA.com](https://www.puma.com).

Media Contact:

Ann Unger, ann.unger.ext@puma.com

Alyssa Driggs, driggs@kcdworldwide.com

PUMA

PUMA is one of the world’s leading sports brands, designing, developing, selling and marketing footwear, apparel and accessories. For 75 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 about 20,000 people worldwide, and is headquartered in Herzogenaurach/Germany.