

A\$VP



A\$AP ROCKY x PUMA FOOTWEAR & ACCESSORIES

AS SEEN ON THE AWGE RUNWAY
DURING PARIS FASHION WEEK

FRIDAY, JUNE 24

Hotel de Maisons
Paris, France





Courtesy of Eva Losada

On Friday, June 21, A\$AP Rocky presented his new AWGE collection at Hotel de Maison, during Paris Fashion Week. The collection was styled with newly released and upcoming footwear and accessories from his A\$AP Rocky x PUMA collections.

The limited re-issue of the OG Inhale shoe from 2000 in summer-melon high-risk red, which launched in May, was styled for the AWGE runway. Hand-picked from the PUMA Archive by Rocky himself, the limited re-issue of the Inhale can also be seen in a variety of colors coming this fall. These styles include custom embroidery, distressed hand-buffed hits on the upper and midsole along with frayed edges throughout.

In addition, the classic PUMA Speedcat featured in both black and red, which fuses racing heritage with innovation, hit the runway and is available to buy now on PUMA.com.

The AWGE show also marks the return to the runway for the Mostro and Mostro 3.D sneakers, which made their debut at *The Amazing Mostro Show Presented by PUMA* at NYFW this February. The Mostro is an iconic and convention-defying silhouette that comes from PUMA's storied archives - groundbreaking in 1999 and a work of art today. The runway exclusive 3.D style was created as an evolution of the Mostro aesthetic, and is PUMA's first exploration in fully 3D-printed footwear. This 3.D style, alongside the black and white perforated Mostro, feature a signature spiked sole design which draws inspiration from the art of emphasizing the interesting and unconventional, which drew Rocky to the style.

The black and white Mostro launches July 13 while Rocky's Inhale and Mostro 3.D styles are set to launch this September. More information to come.

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