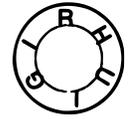


**PRESS RELEASE**



## **RHUIGI AND PUMA CELEBRATE A NEW YORK STATE OF MIND WITH LIMITED CAPSULE**

**Herzogenaurach, Germany; December 15th, 2022** – PUMA reprises its partnership with Los Angeles designer Rhuigi Villaseñor for a special and highly limited capsule.

Based on the West Coast, Rhuigi looks across the country to the melting pot of New York City, a cultural nucleus where music and style have been forged for decades. Uniting the past, present, and future, Rhuigi celebrates PUMA’s place in global culture with this new collection, which pays a special homage to the five boroughs.

Honoring and elevating the style codes of New York City, PUMA and Rhuigi team up for a statement capsule, including a Faux-Leather Down Jacket, accompanied by the iconic PUMA Suede.

Utilizing his keen eye for re-interpreting American classics, Rhuigi covers the Faux-Leather Down Jacket with collegiate-style appliques and patches to create a narrative red-thread around New York City - the city that never sleeps.

The accompanying PUMA Suede is decked out in premium black leather, featuring textural details reptile debossing on the heel, plus the year “1991” stamped in gold.

The collection’s campaign features real New Yorkers, who allow the world to see the beauty and individuality of New York City that only a local can experience – Liv ([@tylivbonaparte](#)) an artist who can also dribble two balls at the same time, Yang Xiao Di a Chinese juggling master that has performed with Big Apple Circus and the National Circus Project, and Jared Crawford ([@choclattjared](#)) a bucket drummer, industrial percussionist and composer.

Rhuigi Villaseñor is the founder of clothing label RHUDE, a brand which melds American iconography with nostalgic cultural references, culminating in a unique commentary on the city of Los Angeles. Villaseñor has made a name for his reinterpreted classics that draw from Americana, music, and street style.

The latest PUMA x Rhuigi capsule will be available starting December 17<sup>th</sup>, 2022 from PUMA.com, PUMA stores, and selected accounts worldwide.

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**PUMA**

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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 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany. [www.about.puma.com](http://www.about.puma.com)