

## PRESS RELEASE



### RHUIGI VILLASEÑOR GIVES HIS SPIN ON A PUMA ICON

**Herzogenaurach, Germany; June 5<sup>th</sup>, 2021** — Global sports brand PUMA surprises with a new capsule collection in partnership with the founder and Creative Director of R H U D E, Rhuigi Villaseñor. This new drop features his take on one of PUMA's favorite classics, the Suede, in a lo and mid version.

With its timeless design, the Suede has captivated millions of people throughout the years, now, Rhuigi Villaseñor took on the task to give his own spin to this beloved classic. The drop is also comprised by a curated selection of apparel pieces, including elevated track suits, long and short sleeve tees, shorts, and a top—all designs include a washed look in neutral colors and Rhuigi's signature aesthetic incorporated throughout.

The upper of the **PUMA x Rhuigi Suede Lo** is constructed with premium leather and suede with a contrasting green formstip, the heel features a faux crocodile leather tap in plum, a co-branded tongue tag, and two pairs of tonal fat laces. The Mid version offers a hairy suede upper with leather details and overlays, in a darker colorway.

Rhuigi Villaseñor founded R H U D E in 2015 with the vision to create designs that are a cross of effortless, minimalistic styles and streetwear. The brand aims to rebel against a disciplined environment by creating clothes that express raw experiences.

The **PUMA x Rhuigi** capsule collection will drop on PUMA.com, PUMA stores and select retailers worldwide on June 5<sup>th</sup>.

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#### PUMA

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)