



## PRESS RELEASE

### THE PUMA x LAAMS SUEDE IS AN INVITATION TO DIY



**Herzogenaurach, July 23, 2024** – PUMA has teamed up with the Lower East Side creative outpost LAAMS to serve up a unique rendition of the PUMA Suede, embodying the spirit of encouraging creatives to pursue their craft in any medium they choose.

The Suede LAAMS 'Blank Canvas' is a DIY-inspired, double-layered shoe offering a customizable and artistic experience. Part artwork, part sneaker, the "Blank Canvas" Suede features a removable top layer of canvas on the upper, which can be peeled away to reveal green fuzzy suede beneath. This collaboration comes with the instruction to "Wear them into the ground," encouraging wearers to create a unique, one-of-a-kind expression through their journey with these special Suedes.

In addition to the tearaway canvas upper and hairy suede base layer, the PUMA x LAAMS Suede is packed with details like fuzzy laces, silver lace jewels reading "PUMA" and "LAAMS," and even a map of Manhattan's Lower East Side that appears on the shoe's outsole.

The distinctive version of the Suede also comes with a printed tote bag and a special watercolor paper box that serves as its own blank canvas. After creating your own work of art on the box, submissions will be considered for a commemorative zine and in-store display at LAAMS.

The PUMA x LAAMS Suede is available starting August 3, 2024, at LAAMS and selected PUMA retailers worldwide.

The LAAMS store will host an in-store release, converting their workshop space into a customization studio. Those who purchase a pair of the LAAMS x PUMA “Blank Canvas” Suede will have the chance to work with creatives and makers to infuse their Suedes with individualistic touches like watercolor, distressing, airbrushing, custom stamping, and sashiko stitching.

The group of artists includes: Loso (@loso.wav), Taira Rice (@taira\_el\_tigre), HOMESICK (@magicforeverlives), BX Lyfe (@bxlyfe), TooLy (@toolycooly), OM! (@stfuyoutalk2much) And Rossana Romero (@rossanaromero\_).

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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 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.

**LAAMS**

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Founded by Scott Selvin, LAAMS opened its doors in the Lower East Side in the summer of 2020. At its core, LAAMS is a community space that bridges the gap between a retailer, a gallery, and a studio/workshop. Spread across three floors on Orchard Street, LAAMS acts as a neighborhood meeting place, as well as a constantly changing exploration of music, art, fashion, and more.