



## PRESS RELEASE

### Rihanna and PUMA Get Down to Earth with the Creeper Phatty Earth Tone

**Herzogenaurach, Germany, 17 April 2024** – The FENTY x PUMA Creeper Phatty Earth Tone has arrived with luxe, nubuck materials and touches of gold. Whether you're looking for a monochromatic head-to-toe, a not so basic neutral, or leaning into earth's natural tones, the new Creeper Phatty stands out while blending in. Premium materials, embossed features, and gold embellishments elevate this new drop from our girl, Rih.

The original Creeper launched back in September of 2015, a platformed version of PUMA's iconic Suede sneaker. This silhouette was named Shoe of the Year by Footwear News in 2016 and not only transformed sneaker culture but sparked PUMA's brand impact and relevance over the past decade. The Creeper Phatty, Rihanna's newest iteration of the shoe, is bigger, bolder and badder than ever with an oversized design and stacked gum sole.

This lux launch offers three distinct colorways for all ages and genders – totally taupe, green fog and warm white.

- **Transition with Totally Taupe.** Neutrals are a staple for any wardrobe, an easy way to transition between styles. Wear with a monochromatic look or elevate your everyday.
- **Garner with Green Fog.** A color representing wisdom and intelligence, incorporate the soft shade into your wardrobe knowing it's a hue that delivers both power and trend.
- **Whimsically worn.** Pair the Warm White colorway with your favorite crisp white fit for a fresh spring palette.

As Creative Director, Rihanna's FENTY x PUMA campaign shot by Philippa Price expands upon this concept of creeping – attempting to do something without being noticed. The campaign embarks on a dynamic exploration of the art of camouflage through carefully composed tone-on-tone imagery.

On the heels of PUMA's biggest brand campaign launch ever, PUMA and Rihanna will host a European-based event to celebrate the FENTY x PUMA Creeper Phatty Earth Tone. The exclusive taupe colorway of the FENTY X PUMA Creeper will drop immediately following on April 17 at 12AM EST exclusively at PUMA.com. Get 'em while you can.

The Green Fog and Warm White colors launch on April 25 at 10am EST worldwide on [puma.com](https://puma.com), PUMA stores and global retailers including Foot Locker, JD Sports and Zalando. Adults styles retail for €140, juniors at €100, pre-school at €75 and infant at €65.

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