



## **PUMA and CHINATOWN MARKET add dash of irreverence to street style**

**Herzogenaurach, Germany, January 22, 2020** – Sports company PUMA and Los Angeles-based CHINATOWN MARKET are joining forces to add a bit of irreverence to street style. With new drops of the FUTURE RIDER and a bold tote bag, the new **PUMA x CHINATOWN MARKET** collection is ready to take to the streets.

Riffing on PUMA's recently introduced FUTURE RIDER, the newest **PUMA x CHINATOWN MARKET** collab features the FUTURE RIDER in black and white executions. These iterations of the legendary 1980s running shoe are contrasted by bright yellow detailing, down to a cheeky black PUMA cat stitched over a yellow CHINATOWN MARKET label on the tongue. Topping it off, both versions come packaged in a special box that matches their color.

Rounding out the collection is the **PUMA x CTM Tote Bag**, a sturdy everyday pouch with an interesting material mix. Containing a padded laptop compartment with a hook and loop closure, the **PUMA x CTM Tote Bag** has a unique blend of front zip pockets and two pairs of webbed handles.

Founded by Michael Cherman, CHINATOWN MARKET is inspired by DIY culture and inspiring the next generation of creator. Built on vibrant, happy and nostalgic designs, CHINATOWN MARKET is made up of a community of passionate young creatives in downtown LA building something positive in a community that is often times exclusionary.

The latest **PUMA x CHINATOWN MARKET** capsule collection will be out on PUMA.com, THECHINATOWNMARKET.com and in selected retailers on January 25.

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## **MEDIA CONTACT**

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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 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 13,000 people worldwide, and is headquartered in Herzogenaurach/Germany. For more information, please visit <http://www.puma.com>