

PRESS RELEASE

Rihanna welcomes you to the world of The Smurfs with the new FENTY x PUMA Collection

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June 27, 2025 – Herzogenaurach, Germany – Rihanna welcomes you to the world of The Smurfs with a brand-new FENTY x PUMA collection inspired by the upcoming Smurfs film featuring Rihanna as the iconic Smurfette in theaters July 18th.

Channeling the Smurf aesthetic, the collection includes playful blue polka dot stitched sweats, cozy oversized knits featuring Smurfette's mushroom home, and Rihanna's classic Avanti in a new denim colorway for both adults and kids to enjoy.

The new FENTY x PUMA collection drops on June 27th at 10am EST worldwide at PUMA.com, PUMA flagship stores and select global retailers.



Smurfs Avanti
\$120 - Adult
\$75 - Pre-School
\$65 - Infant



Knit Sweater
\$185



Knit Sweatpants
\$165



Toile Zip-Up Hoodie
\$90



Hoodie
\$60 - Kids
\$50 - Infant



Sweatpants
\$65 - Kids
\$55 - Infant



Long-Sleeve Tee
\$50 - Adult
\$40 - Kids
\$30 - Infant

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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 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.