

PRESS RELEASE



PUMA AND AMI PRESENT CHAPTER 2 OF THEIR COLLABORATION

Herzogenaurach/Paris; December 8th, 2022 – Parisian house AMI joins PUMA once again in a collaboration that blends outdoors design elements and tailoring know-how, with a campaign fronted by singer-songwriter GIVÉON and model and activist Quannah Chasinghorse.

Inspired by thirst for freedom and exploring new horizons, the collection mixes PUMA's sportswear heritage and AMI's flair for tailoring, creating a well-rounded, wintery wardrobe. "I wanted this collection to be a perfect balance between our two worlds," says Alexandre Mattiussi, Founder and Creative Director of AMI. "The goal was a playful, colourful collection, rich in volume and in extravagant details. It is a new chapter on the story we began developing during our last collaboration. We are now taking things further," he adds.

"Together, we have been on a journey from wardrobe essentials to cosy, cocoon-like pieces you want to cuddle up with. This season, it is all about softness, oversized volumes, layering and draping with outdoors and hiking-inspired elements, which creates a certain sense of chic, but also a feel-good sensation," says Heiko Desens, Global Creative Director for PUMA.

With a vibrant palette of bright orange, baby blue, bubble gum pink, moss green and purple offset by neutral beige, cream and brown tones, the collection - which spans 20 different styles across both men's and womenswear - includes such AMI classics as carrot trousers, straight-line brushed coats, and timeless tees. As well as hoodies and sweatpants, functional fleece jackets with spacious patch pockets, and down jackets. The PUMA x AMI logo - AMI's signature *AMI de Coeur* symbol merged with the PUMA stamp - is featured across a range of pieces in the collection.

Shoes remain timeless, with the Rider sneaker offering a knowing nod to 1970's style. Accessories include a puffy backpack, a cross-body bag, bucket hats, and black-and-white striped beanies and a scarf in true AMI fashion.

"My style is intentional and perfectly curated - this collection feels like it came directly from my closet," said GIVÉON. "I enjoyed this experience so much, I felt honored that PUMA and AMI chose me to be the face of the campaign, both are amazing brands that align with who I am."

The global launch campaign was captured by David Paige against the unique landscapes of Pedernales Falls in Texas, featuring GIVÉON and Quannah Chasinghorse. “They both embody a new generation, one that is friendly, cool and carefree,” says Alexandre Mattiussi.

The new PUMA x AMI collection will be available exclusively in AMI stores and amiparis.com starting December 8th, and globally on December 10th on PUMA.com, PUMA stores, and selected retailers.

#PUMAxAmi

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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

AMI

Born in Paris in 2011, inspired by Paris ever since — AMI offers stylish and comprehensive wardrobes for men and women, blurring the boundaries between casual and chic. The name AMI, the French word for friend, plays with the initials of Alexandre Mattiussi, its founder and creative director. AMI captures a particular type of the French capital’s nonchalance, one that is young, cool, and carefree. Standing for a relaxed, authentic, and friendly approach to fashion, AMI was awarded the prestigious ANDAM prize in 2013.