

PRESS RELEASE



GET WEIRD WITH AN ALL NEW COLLECTION FROM PUMA, RIPNDIP, AND LORD NERMAL



Herzogenaurach, August 7, 2023 – The cat is out of the bag, as PUMA links up with Lord Nermal and his pals at RIPNDIP. The new collaboration offers up a range of apparel and footwear featuring custom graphics across some of PUMA’s core silhouettes.

The apparel offerings are centered around cut-and-sew garments like the matching Twill Shirt and Twill Pants, adorned with a playful all-over pattern featuring RIPNDIP tags, a frisky Lord Nermal, and flash designs throughout. Cozy essentials are included in the form of a collaborative Hoodie and Sweatpants, plus three unique Graphic T-shirts featuring custom designs created by PUMA and RIPNDIP. Select pieces show Lord Nermal as he pounces into action, evolving into PUMA’s cat logo.

The footwear side includes two playful versions of the Suede and two additional takes on the Slipstream, all with mischievous depictions of Nerm. Plus, the collaboration includes PUMA’s very own take on a basecamp slipper, the Tuff Plus. Lastly, accessories comprise a Backpack, Cap, and a Beanie featuring Nerm peeking over the brim.

PUMA x RIPNDIP is available starting August 10, 2023, from PUMA.com, RIPNDIP.com, RIPNDIP Flagship Stores, PUMA flagship stores, and selected accounts worldwide.

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About RIPNDIP

RIPNDIP was founded in Florida in 2009 by Ryan O'Connor, who established the humble beginnings of the brand by screenprinting T-shirts for his close friends. RIPNDIP's emergence into the worlds of skateboarding and streetwear is in part thanks to the brand's feline mascot Lord Nermal. Now based in Los Angeles, with a flagship space on Fairfax, RIPNDIP has opened further doors in Tokyo, Hong Kong, and New York City.