

PRESS RELEASE



DAPPER DAN

## PUMA AND DAPPER DAN REUNITE FOR PRE-GAME CAPSULE COLLECTION



**Herzogenaurach, June 15, 2023** – PUMA is releasing its third PUMA x Dapper Dan collection. Bringing sophistication to sportswear through the lens of basketball and hip-hop, the collection, which features classics such as the T7 and the Clyde, mixes PUMA's heritage in the game with Dapper Dan's iconic flavor and unique take on luxury.

Back in the day, those basketball players connected to hip-hop culture would bring their off-court swagger to the game, giving rise to the popularity of the pre-game walk. The modern pre-game walk has become an iconic runway for ballers to showcase their latest fits, and this idea informs the inspiration for the collection.

A velour take on the T7 elevates the classic PUMA staple to Dapper Dan levels and comes complete with gold detailing and embroidery. The apparel side of the collection is given a lux touch with a versatile

sweater vest, Mac-style jacket, and accompanying short-sleeve shirt, all designed with Dapper Dan's unique cultural interpretation of mainstream fashion that early hip-hop brought to the world. The women's collection also features a corset, cropped hoodie, and shorts.

As an ode to hip-hop's 50th anniversary, a unique monogram has been created. The monogram was an essential style code in the fabric of hip-hop, and for this reason, it forms the graphic foundation of the collection. Influenced by early designs from Dapper Dan's boutique, the PUMA x Dapper Dan monogram has been paired with rare house codes from the PUMA archive.

PUMA x Dapper Dan have also collaborated on two new versions of the Clyde, one of the culture's all-time greats. They both feature the PUMA x Dapper Dan monogram and diamond print on the suede upper, with subtle stitching, embroidery, and zip detailing added as an ode to Dapper Dan's tailoring background.

Since the beginning of hip-hop 50 years ago, PUMA has been integral to the culture. Throughout this golden anniversary of hip-hop, PUMA will continue championing its participation in the culture across several drops and activations.

The PUMA x Dapper Dan collection is available starting July 15<sup>th</sup> from PUMA flagship stores, selected retailers and on PUMA.com.

#### Note to the editor

Dapper Dan needs no introduction. He brought luxury to hip-hop in an authentic and revolutionary way no other brand could and has continued to inspire fashion for over four decades. Harlem's greatest globe trotter, tailor to the biggest movers and shakers in culture, inventor of the streetwear luxury crossover, and couturier to the stars, Dapper Dan is all that, and more.

A hip-hop and streetwear culture hall of famer, Dapper Dan began his journey in the early '80s creating bespoke tracksuits and accessories crafted from leather adorned with the monograms of the world's leading luxury houses. Dapper Dan's Boutique quickly became the go-to stop for Eric B. & Rakim, Salt-N-Pepa, LL Cool J, and Jay-Z. It was only recently that Dan started getting the credit he deserved starting with a line for Gucci in 2017, then beginning his journey with PUMA in 2022.

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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.