

PRESS RELEASE



**PUMA AND RHUIGI ARE HEATING UP NEW YORK CITY WITH
RJ BARRETT AND CLYDE FRAZIER**



Herzogenaurach, Germany; May 23, 2023 – New York’s deep love for basketball is at the center of the fourth “New York Worldwide” collection between longtime collaborators PUMA and Rhuigi. This latest drop offers up a nostalgic range of footwear and apparel fronted by New York City basketball’s past and present faces: RJ Barrett and Walt “Clyde” Frazier.

A story that has played out in the stadiums, schoolyards, and street courts of the five boroughs, the PUMA x Rhuigi collaboration designed by West Coast-based designer Rhuigi Villaseñor derives its creative inspiration from the cultural hub of New York City, while reinterpreting the style codes of Americana.

The latest collection features a curated assortment of footwear and apparel, all inspired by classic court aesthetics. PUMA’s Clyde Mid is dressed in a classic color scheme, with authentic worn-in detailing like the shoe’s pre-yellowed sole to capture the essence of hoop nostalgia. The accompanying apparel includes a Graphic Tee, Basketball Shorts, and an Oversized Tote. Exclusive “New York Worldwide” graphics acknowledge the city’s impact on global music, style, and culture, reminding us that New York is truly a state of mind.

The campaign is led by none other than NBA star RJ Barrett and of course the namesake of the PUMA Clyde, New York City icon Walt "Clyde" Frazier.

The latest PUMA x Rhuigi collection is available starting May 27, 2023 from PUMA flagship stores, PUMA.com, and PUMA stockists.

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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.