

PRESS RELEASE



PUMA AND STAPLE'S NEW COLLABORATION IS INSPIRED BY INFLUENTIAL NEWSPAPER *GIDRA*

The Collection Continues the Legacy of Pivotal Asian American Social Movements Including the *Gidra* Student Newspaper and Stop AAPI Hate



Herzogenaurach, Germany, March 23, 2023 - PUMA has teamed up with streetwear brand and longtime collaborator STAPLE, to introduce a collection of footwear and apparel inspired by *Gidra*, an Asian-American student-run newspaper created in response to anti-Asian sentiment in 1969.

Following up on the first installment in the collection from early March, a second delivery is forthcoming on March 31. Each piece in the collection reflects the intention and art style of the original publication's design elements and references the Godzilla-inspired King Terror Pack from PUMA's archives.

The second drop will include three sneakers and an assortment of apparel including T-shirts, a hoodie, anorak jackets, and pants. Two PUMA Suedes, one rendered in yellow to portray the likeness of King Ghidorah and one in black and grey tones, will be included as well as a third Slipstream style in white, grey, and yellow. There will also be a friends-and-family Suede that features a peel-away upper, revealing clippings and illustrations pulled directly from the Gidra newspaper underneath,

“I’ve always loved how design is a blank canvas to tell the stories that matter the most,” says Jeff Staple. “Working with PUMA and Mike Murase of Gidra was a unique way to share this influential publication from the 1960s and connect it to the present-day movement to help Stop AAPI Hate. We’re stronger when we stand together.”

In addition to the collaboration, \$20,000 has been donated to “Visual Communications Media,” a 501(c)(3) nonprofit organization founded in 1970 with the mission to develop and support the voices of Asian American and Pacific Islander filmmakers and media artists who empower communities and challenge perspectives.

Following up on drop one, drop two of the PUMA x Staple “Gidra” collection will be released on March 31st on PUMA.com, PUMA flagship stores, and select PUMA stockists, as well as on staplepigeon.com.

Notes to Editors

In February 1969, a group of UCLA students created the highly influential publication; “Gidra: The Monthly of the Asian American Experience”. Created in response to anti-Asian sentiments at the university and in greater Los Angeles at the time, Gidra emerged as a leading voice of the Asian American movement. When conceptualizing this collection, the Gidra moment of the late 1960s stood out to STAPLE as a literal, and spiritual kin, of the desire to stand up against Asian hate in the present.

#PUMAxSTAPLE

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PUMA

PUMA is one of the world’s leading Sports Brands, designing, developing, selling, and marketing footwear, apparel and accessories.

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Jeff Staple

Jeff Staple (born Jeffrey Ng) is a creative visionary with work encompassing graphic design, fashion design, footwear design, and brand marketing. He is the founder of the REED ART DEPARTMENT (f.k.a. Staple Design) and has worked on creative projects ranging from startup brands to Fortune 100 companies. Jeff founded STAPLE in 1997, the NY-based pioneering streetwear brand with the now infamous “Pigeon” logo. He also founded experiential lifestyle boutique, REED SPACE in 2002.

Gidra

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“Gidra” took its name from *King Ghidorah*, the villainous three-headed winged monster and enemy of Godzilla. Although Ghidorah was portrayed as the antagonist in the original story, the Gidra movement saw him as an entity resisting an oppressive system that sought to eradicate his existence. Activists saw parallels in Ghidorah’s story reflected in their first-hand experiences of societal oppression and systemic racism.