



PRESS RELEASE

Rihanna's Baddest Drop Yet: FENTY x PUMA Avanti Pony

February 22, 2024 – Herzogenaurach, Germany – Lux fashion meets football in the FENTY x PUMA Avanti Pony. Today, global icon **Rihanna** and sports company **PUMA** have dropped an extremely limited edition of the Avanti. With rich and premium materials, and a unique pattern on every style, this drop is truly one-of-one.

This Avanti drop is all glam – premium materials and elevated product details wrapped in lux calf hair and rounded off with embroidered FENTY branding and retro gum soles. Available in two colorways – all-white and dappled white and brown – this exclusive edition of the Avanti matches the iconic and unconventional style of Rihanna herself.

Limited quantities of these Avanti's are available in both men's and women's at €200 each.

Two thousand pairs of the FENTY x PUMA Avanti Pony is available at **10am EST** to shop at [PUMA.com](https://puma.com) and select retailers globally.

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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.