



MEDIA ALERT

COMING SOON: Rihanna Drops New Colorways of The FENTY x PUMA Avanti

On **November 2**, global icon **Rihanna** and sports company **PUMA** will launch two new colorways of their coveted FENTY x PUMA Avanti sneaker.

The FENTY x PUMA Avanti is an unconventional mix of two PUMA icons blending the high-quality leather design of the King football boot with the outsole of the heritage running shoe, Easy Rider. A fashion take on the football trend and inspired by the materials and colors of vintage sport styles, the second drop of Avanti will be available in dark myrtle and club navy, in men's, women's, and children's sizing. The price point will range from €75 to €160.

Both colorways will feature oil treated leather, a tonal leather formstrip with leather piping, gold aglets, and a debossed FENTY number 1 logo on the tongue.

The second drop of the FENTY x PUMA Avanti will be available to shop at [PUMA.com](https://puma.com) and select retailers beginning **2 November 2023 at 10am EST**.

Images + Video: [Here](#).

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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.