

PRESS RELEASE



PUMA AND RHUIGI ARE BOUND FOR A WEEKEND IN THE HAMPTONS



Herzogenaurach, November 9, 2023 – PUMA and Rhuigi escape to the Hamptons for the latest drop of their ongoing partnership.

The capsule continues PUMA and Rhuigi's celebration of New York, this time looking outside of the five boroughs for a nostalgic range that evokes weekend getaways. Comprising apparel, footwear, and accessories, the Hamptons-inspired collection is steeped in '90s aesthetics, taking inspiration from country club dress codes, and

featuring a range of special insignias, graphics, and badges designed by PUMA and Rhuigi.

Cut-and-sew items like the Hoodie, Corduroy Pants, and Puffer Vest are complemented by elevated essentials like the “New York Worldwide” graphic T-shirt, and matching cap. Carefully selected materials like corduroy and houndstooth bring a classic element to the collection, which is colored in washed tones like greys and tans.

PUMA and Rhuigi also serve up two Hamptons-inspired takes on the PUMA Trinomic XT2, which features a mixture of nappy suede and tumbled leather for the upper. The retro low-top is locked down two color schemes that mix white and sand tones, punctuated with hits of green and subtle blue, with a Trinomic badge stamped on the heel.

PUMA x Rhuigi drop six will be available starting November 11, 2023, from [PUMA.com](https://www.puma.com), PUMA flagship stores, and selected accounts worldwide.

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PUMA

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