



PRESS RELEASE

Rihanna is Taking Us to School with the FENTY x PUMA Creeper Phatty 'In Session' with Chloe Cherry and Anjelica Huston

Herzogenaurach, Germany, 11 July 2024 – Rihanna is ready to take you to school with her newest FENTY x PUMA Creeper Phatty In Session. The Creeper Phatty, Rihanna's latest iteration of the original Creeper, is bigger, bolder and badder than ever with an oversized design and stacked gum sole. Out now, this drop boasts triple-black and classic red and white corduroy. Same Creeper Phatty just fresh new colors and materials ready to be paired with your dopest back-to-school fits.

It's school picture day in Rihanna's latest creative campaign shot by Philippa Price. As Creative Director, Rihanna also stars in the campaign as "the good gal" alongside a few unexpected school mates. Euphoria star Chloe Cherry, "the emo girl", and film icon Anjelica Huston, the principal, round out this star-studded campaign. A varied cast including the "theater kid", "popular girl", "nerd" and "class pet", add flavor and personality to this nostalgic yet fashionable campaign.

In the words of our girl, Rih, "Your whole school will be wearing the Creeper Phatty's and this campaign plays with that vision. We chose these colors and material very purposefully for back-to-school. The black-on-black corduroy remind me of my very own childhood, a uniform approved shoe with the twist I always wish I had."

This back-to-school In Session drop offers colors and sizes for all ages. Dress up your varsity fit with the triple black monochromatic colorway. Or rock the traditional yet iconic red and white paired with jeans and your favorite varsity sweater.

The FENTY x PUMA Creeper Phatty In Session is going to be your new daily uniform and is now available at PUMA.com, PUMA Stores and global retailer including Foot Locker, JD Sports and Zalando.

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PUMA

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