

MEDIA ALERT



R H U D E

PUMA x R H U D E CELL KING



Herzogenaurach, Germany; September 1st, 2020 — Sports company PUMA and L.A. based streetwear brand R H U D E are releasing a new shoe together as a continuation of the recent co-branded collection, inspired by motorsports and infused with R H U D E's minimalistic designs and colors.

The **PUMA x R H U D E Cell King** is a classic made with purpose, reinterpreted to be worn as a street statement. Taking inspiration from the original 1968 PUMA KING, the leather upper features football inspired stitching and a removable tongue piece with the debossed R H U D E logo. A silky suede formstripe and a vintage-looking midsole with Cell technology complete this unique silhouette. The color palette stays true to R H U D E's aesthetics, giving a vintage feel to the shoe.

Rhuigi Villaseñor founded R H U D E in 2015 with the vision to create designs that are a cross of effortless, minimalistic styles and streetwear. The brand aims to rebel against a disciplined environment by creating clothes that express raw experiences.

The **PUMA x R H U D E Cell King** drops on PUMA.com, PUMA stores, and selected retailers on September 5th.

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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 more than 70 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 more than 14,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.puma.com/>

R H U D E

R H U D E, founded by Rhuigi Villaseñor in 2015, is a design venture to showcase ready-to-wear collections. R H U D E focuses on minimalistic effortless style mixed with streetwear sensibilities, using fine fabrics and focus on fit. R H U D E celebrates the youth and elegance through simple and functional clothes.