

HERZOGENAURACH, GERMANY, 10TH SEPTEMBER, 2017

PUMA AND RIHANNA TURN UP THE HEAT FOR SPRING-SUMMER '18

FENTY PUMA BY RIHANNA RETURNS TO NYC WITH NEW TRICKS AND GRAVITY-DEFYING FASHIONS

LETTER

FAX

PRESS RELEASE

MEMO

MEDIA CONTACT

INSERT CONTACT

Rihanna returns to New York Fashion Week with a dominating force, introducing her latest daredevil FENTY PUMA by RIHANNA collection at the majestic Park Armory among dunes of illustrious pink sand and motocross riders in the air. Bearing witness to the feat is a bold global fashion crowd knocked over by a collection that intersects beach chic with motorsport sexy. Once again, FENTY PUMA by RIHANNA make waves and fuse luxury and sport in a way that only Rihanna and PUMA can.

"This collection is a mix between two worlds: motocross and surf. It was a challenge to bring them together but it ended up being the perfect combination," beams Rihanna.

True to the FENTY PUMA by RIHANNA DNA, Rihanna continues to play with gender-fluid silhouettes and oversized shapes paired with sexy body-con styles. Perennial collection favorites are reimagined in new seasonal appropriate fabrics and colors. The classic Track Suit is updated with a surf-inspired twist with neon bungee cords and super lightweight rubber coated leather. The iconic lacing leggings were refashioned with bungee cords and cut outs *up to there* in pop colors from Cherry Tomato, Bae and Evening Blue. Stand-out details include two never-before-seen images of Rihanna in funky executions like triptych and distorted checkerboard overlays featured on best-selling styles like the Crew Neck Long-sleeve Tees, Short Sleeve Tees, and Oversized Hoodies.

Always surprising and unexpected, the collection introduces Swimwear for the first time with curve- hugging mono-kinis and body confident bikinis, perfect for streetwear and pool parties. Swimwear pieces pair nicely with summer apparel must-have's like Terry Toweling Hoodies, Oversized Graphic Sweatshirts, Basketball and Booty Shorts. The neon hits, wet-looked gel prints, wetsuit pullers and rubber patch details throughout the collection are a nod to throwback surf and extreme watersport culture.

Paying homage to PUMA's history in motorsport, Rihanna transformed classic performance racing gear into runway-ready looks decked in tech materials such as lightweight leathers, nylon and air tech mesh. Technical race suits and driving pants rendered with checker flag graphics, sporty decals and motorsport gear go from forever faster to forever fashion.

The Creeper gets a makeover with neoprene materials, gravity-defying translucent stacked soles and bungee cord laces. Sexy thong heeled sandals, ankle strap heels and bungee cord lace-up shoes feature a split PUMA cat on the heel. And what's Spring/Summer without new FENTY slides – this time designed as an espadrille slip-on and a combo leather-neoprene neon pool slide. Deep Forest Green, Triple Black and Golden Beige boots are highlighted with sock-like and bungee cord features and rich supple suede.

Exaggerated Carry-Alls, a metallic puffy Barrel Bag and Surfer Ankle Straps and Chokers are splashed with FentyxPUMA branding. Summer Visors, classic Baseball Caps with branded nylon webbing and rubber coated clips compliment dye cut logo headwear and buckets. The unique Scuba Duffle, an array of Backpacks and a giant Bum Bag round-up the season's accessories.

Rihanna conceptualized this season's show alongside her FENTY and PUMA teams and creative agency Prody. Styling by Alastair McKim (Art & Commerce). Makeup was generously provided by Rihanna's new makeup line, Fenty Beauty. James Kaliardos, Resident Artist for Fenty Beauty, led the backstage artistry team, alongside fellow Global Makeup Artists, Hector Espinal and Priscilla Ono. Hair design was led by Yusef Williams of Factory Downtown and hair tools were provided by Dyson Supersonic. Nail product provided by Young Nails Inc with nail design co-led by Tracey Reiersen of Young Nails Inc and Maria Salandra (Vision Nation Artists). Jewelry provided by Lynn Ban. Model casting conducted by DM Casting. The show also featured riders of FreestyleMX.com Tour.

Tonight's presentation comes days before the launch of Rihanna's Clara Lionel Foundation Creeper which arrives to PUMA Stores and PUMA.com on September 14th and her AW17 FENTY University inspired collection which hits stores on September 28th.

The FENTY PUMA by RIHANNA Spring/Summer '18 collection will launch at lifestyle and fashion retailers worldwide in March 2018.

For more information about FENTY, PUMA and the partnership, visit www.puma.com/rihanna or rihannanow.com. Follow PUMA on [Instagram](#), [Twitter](#), Snapchat and [Facebook](#) and follow [FENTYxPUMA](#) on Instagram.

#FENTYXPUMA

###

FENTY PUMA BY RIHANNA

With the FENTY label, Rihanna fuses her fierce, independent approach to music and fashion with the unmistakable, sport-driven design of PUMA. Fearlessly bold and effortlessly stylish, PUMA BY RIHANNA is performance remixed.

PUMA

PUMA is one of the world's leading Sports Brands, designing, developing, selling and marketing footwear, apparel and accessories. For over 65 years, PUMA has established a history of making fast product designs for the fastest athletes on the planet. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running and Training, Golf, and Motorsports. It engages in exciting collaborations with renowned design brands to bring innovative and fast designs to the sports world. The PUMA Group owns the brands PUMA, Cobra Golf and Dobotex. The company distributes its products in more than 120 countries, employs more than 11,000 people worldwide, and is headquartered in Herzogenaurach/Germany. For more information, please visit <http://www.puma.com>.