



KUALA LUMPUR, MALAYSIA – 28TH AUGUST 2018

BIG SEAN AND PUMA LAUNCH AUTUMN-WINTER COLLECTION
Everyday Essentials Elevated

~~LETTER~~
~~FAX~~
PRESS RELEASE
~~MEMO~~

Performing and traveling make up the majority of Big Sean’s time, so his choice of wardrobe always consist of comfortable and easy-to-wear pieces. For this next collection with PUMA, the Detroit Don made sure the pieces compliment his lifestyle and stay authentic to his signature style.

Together with PUMA, Big Sean designed a curated collection that focuses on versatility, wearability & functionality, pairing it with colours inspired by Fall in the Midwest. But he didn’t stop there. Instilling his fine taste and fashion sense, he chose to use premium luxe materials to elevate these everyday essentials. The result is a collection that’s perfect for lounging and traveling, yet distinctly stylish for evenings out.

PUMA classics are given a progressive, street-ready redesign with mixed premium materials and detailing as well as a Fall colour palette, from pale khakis, dark olives, burnt ochres and birch. Signature dedicated “D” branding is seen throughout the collection.

“Over time, I’ve become more sensible in what I wear. I’m more drawn to comfortable pieces when I’m traveling or performing but quality has always been important to me so, the new collection really pulls together the best of both worlds. Just keeping it true to who I am down to what I’d like to wear” muses Big Sean.

The PUMA x Big Sean Autumn-Winter ’18 collection features PUMA’s heritage sportswear styles that have been updated with a rich colour story and tactile materials. Apparel and accessories are created with mixed fabrics and tonal colour combinations giving the collection and more premium layered, winterized feel – from sherpa, corduroy, fleece and checked flannel fabrics. Pieces feature taping details and Big Sean ‘D+CAT’ logo.

Court silhouettes - Classic Suede and Clyde as well as the new Breaker, are decked in rich mixed material uppers, neutral urban colours mixed with vibrant highlights. Tonal signature branding details, rear taping and Big Sean’s signature green outsole.

The first drop of the AW’18 PUMA x Big Sean Collection released on August 25th at PUMA KLCC, Pavilion, Sunway Pyramid, Sunway Velocity, Genting Sky Avenue, Mid Valley, Sabah Imago Mall, Crossover Concept stores, Robinson, and Zalora. The second drop will release on October 20th. The Puma x Big Sean shoe collection of Suede, Clyde, Breaker, and Basket range from RM 470 – RM 659.

#PUMAXBIGSEAN

Issued on behalf of **PUMA** by **Strategic Public Relations Sdn Bhd**
For additional info, please contact:
Strategic Public Relations Sdn Bhd

Kae Yi Lee

Tel: (+603) 2380 5988

Email: kaeyi.lee@sprg.com.my

###

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>.