

Cardi B x Reebok Introduce Second Apparel Collection

Latest Capsule, 'Let Me Be... In My World' Inspired by Cardi's Hometown of NYC

BOSTON, MA – AUGUST 20, 2021 – Following the mass success of her first apparel collection, Reebok and Cardi B are thrilled to reveal the next chapter of their collaboration with the launch of an all-new apparel and footwear capsule collection this summer. Officially dropping on August 27, the 'Let Me Be...In My World' capsule collection, launching alongside a new Cardi B Classic Leather sneaker, is inspired by Cardi's hometown of New York City and carries a piece of Cardi's legacy with every element of design.

Pieces from the 'Let Me Be...In My World' capsule collection build on Cardi's signature outlines and details from her first drop, this time taking cues from the concrete world where Cardi grew up hustling. Featuring dramatic proportions, ranging from tight fits to oversized sleeves with super cropped waists, the range details reflect Cardi herself: cut-outs representing her open personality, bungee details allowing for maximum versatility, and pop-color stitching giving an overall monochromatic look for that little something extra. Cardi's personality is infused into every inch of the collection, built to carry any hustler from day to night.

In true collaboration, Reebok designers worked with Cardi and her team from start to finish on the 'Let Me Be... In My World' capsule collection; from beginning ideation and design stages all the way through to the full creation cycle. Cardi B worked with Reebok designers to bring the story, colors and designs to life from sketch to sample form.

"I was so happy to see the love for my first Reebok apparel collection so I'm really excited to introduce this one," Cardi said. "This NYC-inspired collection features some of my favorite pieces to wear—from corsets to tracksuits to fly kicks, all inspired by my time and love of New York."

Hi-res product and campaign imagery can be found [HERE](#). Designed with all figures in mind, all apparel in the 'Let Me Be...In My World' capsule collection will be available in inclusive colors, materials, and sizing, ranging from 2XS to 4X bringing this collection to all Cardi fans. The apparel will be available to purchase alongside matching footwear colorways of the Cardi B Classic Leather, which comes in women's and kid sizes, starting 12pm EST on [Reebok.com](https://www.reebok.com).

For more information on Reebok and Cardi B's new collection, please visit www.reebok.com/us/cardi_b. For more information on BOKS, please visit <https://www.bokskids.org/>.