# 

# PRESS RELEASE

**“THE LEGEND OF THE CHAZEBRALOPE” IS COMING**

*PUMA partners with the Madbury Club on an epic adventure for this season’s “Next Starts Now” campaign*

**FRIDAY OCTOBER 25, 2013 –** This month, PUMA joins forces with the Madbury Club: a collective group of adventurous and humorous forward thinking trail blazers, as the Brand's second set of Lifestyle Collection Directors to be revealed under the "Next Starts Now" platform. Assigned to enhance PUMA’s seasonal key products with their creativity, vision and passion, the Madbury Club created "The Legend of the Chazebralope," a fictional story about a mythological creature inspired by this season’s **Future Trinomic Slipstream Lite** footwear style.

The Madbury Club, fronted by founder and creative director, Phillip T. Annand, are a tight group of talented designers, writers, videographers, producers and most importantly, friends, based out of The Fourth Dimension, Madbury Club HQ, in New York City. They specialize in original content creation by exploring the world and have built a professional portfolio that includes a clientele list ranging from independent artists and labels, to mainstream lifestyle brands and private corporations.

‘The secret to our success is to work without sacrificing a single drop of enjoyment,” states Annand. “We eat together, we drink together and we live together. We have an understanding for one another and the culture we surround ourselves in. Some label us an agency, but we will continue to call ourselves friends who make things; nothing more and nothing less.”

In collaborating with PUMA, the Madbury Club was instantly drawn to the design and silhouette of the **Future Trinomic Slipstream Lite Zebra**. Made way as an iconic sneaker in 1988, this season’s style stays true to its original outsole and hexagon tread patterns, and includes new design elements such as angled patterns and a play on material to the shoe’s upper: a combination of pony hair and high gloss snake and zebra-printed canvas.

As conveyed by Madbury Club Producer, Hyun Kim, “Phillip (Annand) was sitting at The Fourth Dimension staring at the Future Trinomic Slipstream Lite and attempted to wrap his mind around what exactly was going on with this shoe.” Hyun further states, “Then all of a sudden, he quickly exclaimed that the shoe reminded him of a ‘Chazebralope,’ an animal he “claimed” to have seen in Africa once! At which point, the ideas more or less began to overflow and filtered out to what we now know as “The Legend of the Chazebralope.”

"The Legend of the Chazebralope" will be supported through a series of guerilla postings in New York City’s Lower East Side and the borough of Brooklyn’s Williamsburg neighborhood. Both PUMA and Madbury Club will run digital activations via social media channels from Monday, October 21st to Friday, October 25th, with a special presentation revealed by the Madbury Club via www.chazebralope.com on Friday, October 25th.

As for what is coming next with the Madbury Club...they are already set for their next journey. There is more to stay tuned for in the season with PUMA and its’ Collection Directors. The next sensation, the next trend, the next icon won’t wait or hold back. Neither do the Madbury Club. Next doesn’t start later. *Next Starts Now.*

PUMA’s Autumn-Winter 13’ Lifestyle Footwear collection is currently in-store at PUMA Retail, selected partners and is made available on [shop.puma.com](http://www.shop.puma.com).

# # #

**Global PR Contact:**

**Rima Patel Diedrichs**

International PR Manager, Lifestyle

PUMA SE

[Rima.Patel@puma.com](mailto:Rima.Patel@puma.com)

**Local Media Contacts:**

(Insert local media contacts)

**Madbury Club**

Site: [www.madburyclub.com](http://www.madburyclub.com)   
Twitter: @MadburyClub

Instagram: @MadburyClub

**PUMA**

PUMA is one of the world’s leading Sportlifestyle companies that designs and develops footwear, apparel and accessories. It is committed to working in ways that contribute to the world by supporting Creativity, SAFE Sustainability and Peace, and by staying true to the principles of being Fair, Honest, Positive and Creative in decisions made and actions taken. PUMA starts in Sport and ends in Fashion. Its Sport Performance and Lifestyle labels include categories such as Football, Running, Motorsports, Golf and Sailing. Sport Fashion features collaborations with renowned designer labels such as Alexander McQueen, Mihara Yasuhiro and Sergio Rossi. The PUMA Group owns the brands PUMA, Cobra Golf and Tretorn. The company, which was founded in 1948, distributes its products in more than 120 countries, employs more than 9,000 people worldwide and has headquarters in Herzogenaurach/Germany, Boston, London and Hong Kong. For more information, please visit http://www.puma.com