

**For Immediate Release**

**FENTY PUMA BY RIHANNA REVEALS SPRING/SUMMER ‘17**

**FIRST LOOKS IN PARIS**

*Rihanna Challenges the Beauty of the 18th century with a Modern, Sporty and Sexy Sensibility*

**Paris, France (September 29, 2016)** – Last night, **Rihanna**, and global athletic brand **PUMA**, showed the fashion community the Spring/Summer 2017 FENTY PUMA by Rihanna Collection. The collection, available at retail next spring, takes inspiration from 18th century France during the time period of Louis XVI and fuses it with a street style vibe. In front of an intimate audience in the beautiful salons of Hotel Saloman de Rothschild and worldwide via the [TIDAL X: RIHANNA](file:///accounts/1000/pimdata/_startup_data/messages/1423848314/17/682/msg-awe7kg) livestream, guests and fans took in the exquisiteness and the edge of FENTY PUMA by Rihanna. Fresh, sporty, and ethereal, the FENTY PUMA by RIHANNA Spring/Summer 2017 is sure to shake up the fashion community once again. ‎

“I am really excited about this collection as its very fun and light.  Showing in Paris was the perfect backdrop as I pulled a lot of inspiration from France, Marie Antoinette and The Palace of Versailles specifically,” said Creative Director Rihanna. “Mixing athletic wear with regal touches was a challenge and I hope everyone loves the results. I cannot wait to wear this collection.”

In the spirit of Paris Fashion Week, this season’s FENTY collection interprets the romance and grandeur of French culture with a delicate color palette, luxurious fabrics, intricate ruffles and pleating, and playful bows and ties. Rihanna stayed true to PUMA’s sport heritage by reimagining and transforming traditional track suits, boxing robes, tennis dresses and polos.  The collection continues to play with exaggerated and oversized shapes, while soft pinks, lavenders, and nudes compliment and contrast hard, edgy, sporty looks in olive and rich brown. The collection, designed for both men and women in mind, includes tiered jackets, in a lightweight onion skin fabric, embroidered tricot track dresses and suits, and jacquard pieces uniquely featuring the signature PUMA cat in a custom FENTY floral motif.

Accessories bring out the feminine yet masculine juxtaposition of the 18th century with the Lace Mesh PUMA Cat Choker, the Bow Bag and the Lace Roll down bag (with a unique neck choker). The everyday baseball cap is no more as the FENTY PUMA by Rihanna hats feature engineered mesh, sneaker lace accents, PUMA cat lace masks, satin bandanas and oversized visors.

The collection wouldn’t be complete without shoes. Rihanna updates the iconic FENTY Sneaker Heel from Autumn Winter ‘16 with three new styles including a Slingback Sneaker Heel that artistically and practically uses PUMA’s signature formstripe as the strap. New shoes such as the Bow Sneaker express a fusion of sport and fashion. The Slide returns in two new executions: in Jelly and with a bow. Finally, Rihanna brings aggressive, new sneaker boots to round out the footwear range.

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FENTY’s signature branding and design elements are consistent with the creative director’s first collection. From lucky number 13 to the piercing zipper puller, Rihanna’s branding vision stays true.

The Spring/Summer 2017 presentation was styled by Tom Van Dorpe of Management + Artists. Makeup provided by SEPHORA, led by SEPHORA PRO Myiesha Sewell. Hair styled and sponsored by Oribe Hair Care, led by Yusef Williams of Factory Downtown. Nail design and execution by Young Nails. Jewelry by Lynn Ban. Champagne for the evening was elegantly presented by Champagne Armand de Brignac from rare, jeroboam bottles.

In addition to the fashion community in Paris, the world had the pleasure of sitting front row of the presentation via the global music and entertainment platform, Tidal. To relive the experience, fans can watch the presentation for the next 24 hours on **FENTY.TIDAL.COM** or embed the livestream using this code: <http://tdl.sh/tidalxfenty>.

For more information, visit [www.puma.com/rihanna](http://www.puma.com/rihanna) or ‎[www.rihannanow.com](http://www.rihannanow.com/) or [**FENTY.TIDAL.COM**](file:///accounts/1000/pimdata/_startup_data/messages/1423848314/17/684/msg-6bc78y).

[**#FENTYXPUMA**](file:///accounts/1000/pimdata/_startup_data/messages/1423848314/17/684/msg-6bc78y)

[**#TIDALXRIHANNA**](file:///accounts/1000/pimdata/_startup_data/messages/1423848314/17/684/msg-6bc78y)

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**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, Training and Fitness, Golf, and Motorsports. It engages in exciting collaborations with renowned design brands such as Alexander McQueen to bring innovative and fast designs to the sports world. The PUMA Group owns the brands PUMA, Cobra Golf, Dobotex and Brandon. The company distributes its products in more than 120 countries, employs more than 10,000 people worldwide, and is headquartered in Herzogenaurach/Germany. For more information, please visit [http://www.puma.com](http://www.puma.com/)

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