Global sports brand Puma has launched a new campaign that explores the meaning of the word "classic" with an all-star cast of iconic culture influencers, who have shaped the sneaker game over the last 50 years.

Dubbed ‘For All Time’, Puma has partnered with their basketball and classics creative director, Jay-Z and Roc Nation’s Emory Jones, as the executive producers of an all-star cast named ‘The Collective’.

As part of the campaign, each member of The Collective will highlight various classic Puma sneaker silhouettes with interviews, creative content, and product designs that help define both what it means to be a Classic, and what it means to have timeless influence.
The Collective includes award-winning designer and Puma creative director June Ambrose, Harlem fashion innovator Dapper Dan, director and videographer Hype Williams, NBA hall of famer and Puma ambassador Walt Clyde Frazier, Rhude Designer Rhuigi Villaseñor, creative consultant and founder of Upscale Vandal, Mike Camargo, as well as photographer Lenny Santiago.

“This year we will be highlighting Puma’s legacy as a classic sneaker brand by asking a select group of iconic cultural leaders the essential question: What is a Classic?” said Adam Petrick, chief brand officer at Puma.

“Our ‘For All Time’ campaign will communicate Puma’s classic sneakers such as The Suede, and other products by recounting inspiring stories from renowned people who have become unparalleled classics themselves, having influenced Fashion, Music and Sports over the last five decades.”

Over the next eight months, The Collective will share their personal stories of growth and development. They will also hand select a rising member of the next generation influencers within their fields and support their work and development with a financial grant as well as with mentorship and promotional support.

The move is in line with the initiative, which aims to celebrate the “classics” by passing the torch to those who aspire to build a legacy, in collaboration with those who have.

Puma has 75 years of rich history with many products now designated as "classic" including the timeless Puma Suede, the T7 Track Suit, the world’s first signature basketball shoe — The Clyde — as well as the Ca-Pro tennis sneaker and the Slipstream basketball shoe.

By Jennifer Braun

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