

Puma Headquarters
1 Congress St. Ste. 110
Boston, MA 02114
Contact: Diosmary Artilles
Phone: (929)330-1194

For Release:
March 5, 2017

CLASS IS IN SESSION AND THE SUBJECT IS FASHION

Rihanna showcased back to school clothing and spiced up the average uniform with an edge in the Fenty Puma Fall 2017 collection. This is the third collection in her line in collaboration with Puma and the singer is proving that she is an upcoming designer that is here to stay.

The show is set at the Bibliotheque Nationale de France which one would think is an odd setting for a fashion show but Rihanna made it fit with her theme. She used the library's desks as the runway for the models as the audience sits under it. With the loud upbeat music and vibrant clothing, one would forget that they're in a library.

MORE

The models wore clothing pieces that divided them into different cliques in which Rihanna believed that one would see in school. The cliques went from the gothic look , to nerdy, then popular and so on. There is a diverse group of models in the show and the makeup and hair was done to uniquely fit each model and the clique that they represented.

The show ends with the models walking up to the balcony of the library. The designer Rihanna walks out in a beautiful long lime green coat to give a bow. The models throw paper up in the air which symbolizes the ‘school is out’ concept and that the show is over. This was a beautiful and vibrant show that brings the nostalgia of school and fashion together. Definitely one for the books.

#####