

# HEROES FROM THE PUMA ARCHIVE

## WALT 'CLYDE' FRAZIER AND THOSE FAMOUS KICKS

It's been on this earth more than twice as long as Justin Bieber, has been part of just about every 'scene' imaginable and was worn by everyone from famous athletes and notorious rappers to movie stars and well, your mother probably.

It's the shoe we've all come to know and love as the 'Clyde', born of the classic Suede sneaker and endorsed by the man known as Walt 'Clyde' Frazier, legendary Hall of Famer and the king of cool on the 1970's basketball scene. Nicknamed Clyde (in reference to Bonnie and Clyde) for his notoriety for stealing the ball from opponents, he was blessed with a unique combination of court vision, quickness, and size (he stands at a whopping 6'4") and is regarded as one of the best point guards in the history of the game. During his all-star career, Frazier was known for his 'cool' style both on and off the court.

Frazier would arrive at games in a Rolls Royce, dressed in designer suits, broad-brimmed hats and full-length mink coats, while sporting an Afro, mutton chop sideburns, and a goatee. Frazier's unique and extravagant style made him the perfect candidate for an endorsement deal and when PUMA approached him in 1973, he became one of the first NBA players to have his own signature shoe. It didn't take him long to take his court style to the streets and as the man himself has said:

"The Clyde wasn't just a basketball shoe, you could style in this shoe. If you wore Clydes you knew what was happening, you were in style."

Ironically the shoe hasn't played a significant role on the basketball scene, but has instead been hugely influential in the skateboarding scene of the '70s and during the break-dancing and hip-hop revolution of the '80s and '90s as street hustlers, hip-hoppers, rappers and b-boys picked up on it. As sport and fashion became increasingly interchangeable, the Clyde has continued to illustrate its capability of transcending both style and generation gaps and remains as cool today, as when it was first spotted on Frazier's feet.

The Clyde did for sneakers what Michael Jackson did for gloves and in commemoration of this revolutionary sneaker, PUMA is re-launching it as part of their PUMA Archives collection, nearly 40 years after it first slam-dunked onto the scene.

The Archive collection is a celebration of PUMA's most memorable and notorious models, taking them out of the history books and bringing them into contemporary culture. In keeping with our philosophy that innovative thinking does not always mean coming up with something new, the key to this process lies not in the redesigning of these shoes (the Clyde definitely aint broken and we sure aint fixin' it), but in simply expanding on the colourways and adding graphic prints and special fabrics to make the shoes even better, brighter and so much cooler.

Each style comes with a story, as well as a distinctive look, feel and tone that reveals who they are, what they stand for and why these products have become such legends. The PUMA Archive Collection now brings all your favourite originals back, reinventing the Suedes in their classic colours as well as the new Suede Tropics. In addition, the Doctor Clyde Mashup combines the Clyde's iconic design with a classic military boot to create an all-new PUMA Street Style.

The sneaker has come a long way since its humble beginnings as a gym trainer and with its bold colourways and unparalleled versatility, the Clyde is still the ultimate accessory, whether you're chilling out, kicking it up or simply want to party like it's 1973.

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unisex orange PUMA suede tropics sneaker  
blue and yellow PUMA archive bag