PRESS RELEASE

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For Immediate Release
October 22, 2026

3 Cities 1 Suede: Atlanta, New York and Los Angeles Turn Out for the First Suede Day

*Presented by PUMA, **Fox** and CAN I KICK IT, the October 16 celebration brought live photo shoots, a PUMA livestream and sneaker culture to Walter's Clothing, STAPLE and Earle's on Crenshaw.*

Atlanta, GA — On Friday, October 16, sneaker culture in Atlanta, New York and Los Angeles came out for one shoe, as the first **Suede Day** turned two sneaker shops and a Crenshaw landmark into live photo sets.

The date is the story. On October 16, 1968, at the Olympic Games in Mexico City, Tommie Smith won gold in the 200 meters in world-record time. He walked to the podium in black socks, carrying his PUMA Suedes, and raised his fist for human rights. Suede Day honors that moment and the communities that have carried the shoe ever since.

One Day, Three Cities

Atlanta served as the flagship at **Walter's Clothing**, the downtown institution that turns 75 next year. New York shot at **STAPLE** on Mercer Street, and Los Angeles shot at **Earle's on Crenshaw**. In each city, local models, artists and photographers put the PUMA Suede at the center of the day.

> "Suede Day is about the people who kept this shoe alive for decades," said Mpenga "TK" Kabundi, Suede Day Co-Founder, known in the culture as **Fox**. "Seeing Atlanta, New York and LA show up for it on the same day is something I've been working toward for years."

In Atlanta, the day included a live photo shoot outside Walter's, a giant PUMA Suede box installation, a classic car on display, and PUMA Suede giveaways. Earlier in the week, Terry "Tetris" Francis and the Suede Day team joined Reec Swiney on **The Creators Show**, live from MAJIC 107.5/97.5, to talk about the day. The night closed with the official after party, Vegans Be Munchin, hosted by Vegan and Friends Atlanta.

> “We built Suede Day so the community could see itself in the brand,” said Terry “Tetris” Francis, Founder and Creative Director of **CAN I KICK IT**. “Every photographer, model and partner had a role, and three cities moved as one. This is year one.”

Quick Facts

Event	Suede Day 2026, the first annual celebration of the PUMA Suede
Date	Friday, October 16, 2026
Locations	Atlanta: Walter’s Clothing, 66 Decatur St SE New York: STAPLE, 21 Mercer St Los Angeles: Earle’s on Crenshaw, 3864 Crenshaw Blvd
Presented by	PUMA × Fox × CAN I KICK IT
Partners	Walter’s Clothing, STAPLE, Earle’s on Crenshaw, Georgia Spartans, Krown Me, BWE Works, Vegan and Friends Atlanta
Photo contest	Entries through October 31, winner announced by November 7 on @suededay1016
Next	October 16, 2027
Recap video	Watch on YouTube
Media kit	Photos, video and release

Photo Contest and What’s Next

The recap and photos live at suededay.com. Through October 31, fans can enter the Suede Day photo contest by submitting their best Suede Day photo for a chance to win a pair of PUMA Suedes. Suede Day returns October 16, 2027.

About Suede Day

Suede Day is an annual celebration of the PUMA Suede, held every October 16. Co-founded by Mpenga “TK” Kabundi, known as **Fox**, and CAN I KICK IT, it brings sneaker culture, music, art and community together across cities to honor the shoe and the people who keep it alive.

About CAN I KICK IT

CAN I KICK IT is an Atlanta-based creative production company specializing in cultural experiences that combine music, art, technology, brand partnerships, and community storytelling.

Media Kit

Photos by city, the recap video and this release are in the Suede Day media kit. Watch the Atlanta recap video by Get Money George on YouTube. Download this release (PDF). For interviews and other requests, reach out to the media contact below. The full recap is at suededay.com.

Follow along: @suededay1016, @atldrcfox, @canikickittho, @pumasportstyle, @waltersclothing, @staplepigeon, @earlsoncrenshaw, @georgiaspartans · #SuedeDay

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