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| **HEADER** | **:** | #STYLE: Nasty C Sports PUMA’s Latest Drop – The RS-X Trophies |
| **SUB-HEADER** | **:** |  |
| **TAGS** | **:** | PUMA, menswear, sneakers, sneakerhead, Nasty C, Music, Producer, DJ, Style, Trendy, Fashion, Collaboration, |
| **BYLINE** | **:** | Monde Mtsi |
| **IMAGE CREDIT(S)** | **:** | Supplied. |
| **HASHTAG(S)** | **:** | #PUMA #NastyC #RSXTrophies #Sneakers #PUMASouthAfrica #Sneakerheads |

***START***

South Africa’s Metro FM Awards Best New Artist winner, [Nasty C](https://www.instagram.com/nasty_csa/), is the latest musical flavour to rock a pair of [PUMA](https://www.instagram.com/puma/) kicks in a localised campaign. Continuing with their salute to the newsmakers of the digital era, [PUMA South Africa](https://www.instagram.com/pumasouthafrica/) has slipped the SA rapper, songwriter and record producer into the seasonal debut – the RS-X Trophies. The ideology behind this iteration of the RS-X sneaker is to celebrate reinvention of fame in an era of social media and reality television.

In the US, the campaign is faced-off by the hot (figuratively and literally) American rapper and producer, [G-Eazy](https://www.instagram.com/g_eazy/). The sneaker, available in a variety of colourways, was innovative and incorporated high-quality cushioning technology back in the 80’s. Today, it boasts all that and more, on steroids. Extreme, exaggerated and remixed, the silhouette celebrates reinvention and is evidently OG-inspired.

The RS-X Trophies drops on 1 February for R1999 at PUMA Stores, sportscene, X-Trend, Side Step, Superbalist, Jack Lemkus and selected retailers.

**#PUMA #NastyC #RSXTrophies #Sneakers #PUMASouthAfrica #Sneakerheads**

***END***

**SOCIAL MEDIA NOTES:**

#STYLE: @nasty\_csa in the reinvented RS-X Trophy by @PUMASouthAfrica. These kicks drop 1 February at all PUMA Stores.

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Keep your momentum strong, celebrate the innovative remix of celebrity in an era of social media and reality television. Don’t get left eating dust.

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#menswear #sneakers #sneakerheads #PUMA #PUMAsouthafrica #nastyc #geazy #footwear #shoes #trainers #RSXTrophy #nicekicks #solecollector #instakicks