

## PRESS RELEASE



### **PUMA AND DUA LIPA'S UNISEX FLUTUR DROP 2 COLLECTION IS AN ODE TO OLD-SCHOOL RAVE**

**Herzogenaurach, Germany; July 11<sup>th</sup>, 2021** — PUMA and global pop superstar Dua Lipa present the second installation of their ongoing Flutur collaboration.

Flutur's unabashed aesthetic invites bright colors and form-fitting looks, inspired by old-school rave culture. The collection is filled with vivid shades, holographic details, and retro silhouettes. Active influences are mixed throughout as well, shown through striped jerseys, throwback sportswear silhouettes, and tracksuit-inspired cuts. Hues of pink, purple, and orange define the collection's color palette, which includes apparel, footwear, and accessories, while Dua Lipa herself introduces a new pink hairstyle to match the color scheme of the collection.

At the front and center of the collection, Dua Lipa's butterfly lettermark is inspired by vintage rave flyers and represents transition and new beginnings, a theme that became central to the London-born musician's life as she went through a creative metamorphosis of her own. Dua Lipa's butterfly graphic shares placement with PUMA's fast cat insignia in much of the collection.

"The butterfly represents transition, metamorphosis, and new beginnings. I felt like in the beginning, when I first started working on drop one, the butterfly already had a lot of meaning for me. Now, going into the second drop, that meaning has just solidified itself and become even more important in my life. It feels like everything progressed and manifested itself in that way."

-- Dua Lipa

Flutur Drop2 spans over 30 items, with highlights including the flared T7 tracksuit, and the unique CELL Dome King, created exclusively by Lipa. The unisex collection is also offered up in a range of inclusive sizing. A series of bright tracksuits were conceived based on Lipa's vision of a nostalgic, rave-ready tracksuit that is both comfortable and wearable. The full footwear offerings include models like the CELL Dome King, and three variations on the Mayze silhouette including the Mayze, Mayze Boot, and Mayze Metallic. Dua Lipa worked closely alongside longtime PUMA collaborator, designer, and songwriter Billy Walsh, who helped to fully realize the collection.

Photographed by Jordan Hemingway and choreographed by John Byrne, the campaign features the dance crew from Dua Lipa's 'Future Nostalgia' tour, Samantha Grover (She/Her), Diddy-Mie From (She/Her), Jason Nguyen (They/Them), Zaccary Mile (He/Him), Fatou Bah (She/Her), Robyn Laud (She/Her), Sharon Mangoendinomo (She/Her), Demi Mensah (She/Her), Kane Horn (He/Him), Lamaar Manning (He/Him), and Shawarah Battles (She/Her).

To learn more about this collection from Dua herself, visit: <https://youtu.be/tDKs1LNorY>

PUMA x Dua Lipa Flutur Drop 2 collection will be available globally starting July 14<sup>th</sup>, 2022 from [PUMA.com](https://puma.com) and select retailers.

#PUMAxDUA

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