



## **PRESS RELEASE**

### **INTRODUCING THE DEBUT PUMA x LEMLEM COLLECTION**

**Herzogenaurach, August 21, 2023** – Global sports brand PUMA have today announced a first-of-its-kind collaboration with lemlem, the ready to wear and swimwear brand made in Africa founded by supermodel Liya Kebede.

The collection combines lemlem signature aesthetics, bold colours and patterns, with PUMA's innovative vision for sportswear, resulting in a powerful look that emanates premium performance.

Spanning apparel and footwear, key items in the debut collection include: PUMA x LEMLEM PWR XX NITRO shoe, PUMA x LEMLEM Low Impact Bra, PUMA x LEMLEM HW  $\frac{7}{8}$  Tight and the PUMA x LEMLEM Anorak. With its unique blend of style, performance and superior comfort, the collection showcases captivating geometric prints and abstract textures that celebrate the versatility of movement.

Central to this collaboration is the shared vision of more sustainability and a dedication to step toward a better future. PUMA and lemlem proudly embrace the responsibility to make a positive impact on the environment, and this collection reflects their unwavering commitment to practices by using fabrics made with at least 20% recycled material on activewear.

"We are thrilled to finally bring a PUMA x lemlem collaboration to the market," said Erin Longin, General Manager Run/Train at PUMA. "By combining lemlem's unique designs, vibrant patterns and PUMA's expertise in technology and sport, we have created a collection that will enhance the lives of women and inspire them on their health and wellness journey."

"This collection was inspired by the clothes we wear during work outs and the clothes we wear between work outs," said Liya Kebede, Founder of lemlen. "It is testament to the colliding worlds of sports and fashion, and how we want to inspire women across the globe. I'm so excited for what's to come in our journey together – this is just the beginning."

The PUMA x LEMLEM collection will be available on PUMA.com, the PUMA mobile app, lemlen.com, at the PUMA NYC flagship store and select retail stores worldwide starting August 25.

###

**For more information, please visit: [puma.com](https://puma.com)**

**Media Contact:**

**Stefan Popovic – PUMA, Global Run/Train PR: [Stefan.popovic@puma.com](mailto:Stefan.popovic@puma.com)**

**Elaina Cipriano – PUMA North America PR: [elaina.cipriano@puma.com](mailto:elaina.cipriano@puma.com)**

## **PUMA**

---

PUMA is one of the world's leading sports brands, designing, developing, selling and marketing footwear, apparel and accessories. For 75 years, PUMA has relentlessly pushed sport and culture forward by creating fast products for the world's fastest athletes. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running and Training, Basketball, Golf, and Motorsports. It collaborates with renowned designers and brands to bring sport influences into street culture and fashion. The PUMA Group owns the brands PUMA, Cobra Golf and stichd. The company distributes its products in more than 120 countries, employs about 20,000 people worldwide, and is headquartered in Herzogenaurach/Germany.

## **lemlen**

---

Founded by supermodel Liya Kebede in 2007, lemlen is an artisan-driven brand of beautiful women ready to wear and swimwear made entirely and responsibly in Africa, with a core mission of preserving the local art of weaving and inspiring economic growth on the continent. Meaning to bloom and flourish in the Ethiopian language of Amharic, lemlen is a label of love, celebrating women and nature. Inspired by the unique Ethiopian handwoven patterns and the vibrant colorful combinations in the streets of Africa, lemlen is all about happy colors and stripes, creating stunning and chic pieces easy to wear on all occasions. Lemlen sources and produces responsibly to reduce

its footprint through its eco-friendly fabrics, design and packaging choices. Lemlem is committed to building a strong, fair and sustainable fashion industry in Africa, taking a holistic approach to production that values and upholds artisans, craftsmanship, and communities. The lemlem foundation, lemlem philanthropic's arm partners with social enterprises, supporting vocational training to help women artisans in Ethiopia and Kenya build skills and prepare for jobs. lemlem is distributed globally on [www.lemlem.com](http://www.lemlem.com), at top tier retailers and resorts.