



PRESS RELEASE

REALITY REIMAGINED – PUMA'S NEW KOSMO RIDER

Herzogenaurach, Germany; February 8th, 2022 – Global sports brand PUMA continues to expand its Rider franchise with the latest women's release, the **Kosmo Rider**, a new shapeshifting addition all about self-expression.

The **Kosmo Rider** is inspired by the blurring of the physical and digital self. It's made for those who embrace the digital as a new way to play and express who they are.

Bright colors and a chunky sole give the **Kosmo Rider** a bold look. The debut style plays with translucency, a textile base, and a mix of matte and translucent overlays throughout. A mesh underlay, metallic trimmings, and a sculpted formstrip add expressive accents to the shoe.

The **Kosmo Rider** is part of PUMA's She Moves Us platform, which celebrates the women who have moved culture and sports forward and inspires other women around the world. To learn more, click [here](#).

Reimagine your reality with the **Kosmo Rider** when it drops on PUMA.com, PUMA stores and select retailers on February 10th.

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PUMA

PUMA is one of the world's leading Sports Brands, designing, developing, selling and marketing footwear, apparel and accessories. For more than 70 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 more than 14,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.puma.com/>

