



## PRESS RELEASE

### SELENA GOMEZ SHINES IN THE NEW CALI STAR

**Herzogenaurach, Germany; January 27<sup>th</sup>, 2021** — Sports company PUMA presents the **Cali Star**, the newest member of the Cali family, designed for those ready to shine brighter than the rest. Worn by PUMA Ambassador Selena Gomez, the shoe is made for those who aren't afraid to stand out.

"You have to go after what you want and follow your dreams. Don't be afraid to stand out from the crowd by being you," said Selena Gomez.

The **Cali Star** is a trendy addition to the franchise with a sleek, streetwise silhouette and clean design details. It takes elements from the classic California design and adds fresh new details like the metallic accent on the heel piece. Further details include a leather upper, perforated vamp, and removable PUMA metallic lace piece.

Step into the spotlight with the new **Cali Star** when it drops on PUMA.com, PUMA stores and select retailers on January 28<sup>th</sup>.

###

#### Media Contact:

Alberto Turincio, Sportstyle PR Global – [alberto.turincio@puma.com](mailto:alberto.turincio@puma.com)

Liz Smith, Sportstyle PR Global – [liz.smith@puma.com](mailto:liz.smith@puma.com)

#### 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 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany. [www.about.puma.com](http://www.about.puma.com)