



## PRESS RELEASE

### WINNIE HARLOW SPORTS PUMA'S CRUISE RIDER IN A VIBRANT SUMMER LOOK

**Herzogenaurach, Germany, July 6<sup>th</sup>, 2021** — Global sports brand PUMA has released the **Cruise Rider** in bold new colors, creating the perfect style for women on the move like Winnie Harlow, who rocked the Cruise Rider in a vibrant photoshoot.

These playful kicks stand out with fun color blocking and a stacked sole. The latest edition gives a bold look in a display of pink, yellow and green. Paired with a matching jacket and biker shorts, Winnie shows off the perfect summer ready look.

"I love bright and bold looks so it's perfect for me and brightens up my looks on my days off," says Winnie.

The **Cruise Rider** is a women's specific style made for those who are making big moves. This kick is a step above the rest with fun color blocking, a dynamic material mix, and a stacked outsole. The silhouette features a slightly higher midsole with sculpting details, a TPU piece in the back, and Rider foam for the ultimate comfort.

The **Cruise Rider** is part of PUMA's She Moves Us platform, which uses its top female brand ambassadors to celebrate the women who have moved culture and sports forward and to inspire other women around the world. To learn more, click [here](#).

Be bold and grab the latest **Cruise Rider** when it drops on PUMA.com, PUMA stores and select retailers on July 7<sup>th</sup> 2021

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## PUMA

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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)