



## MEDIA ALERT

### DUA LIPA WORE THESE CLASSIC PUMA KICKS FOR HER RECORD-BREAKING PERFORMANCE

**Herzogenaurach, Germany; December 8<sup>th</sup>, 2020** – On the heels of announcing her new partnership with PUMA, Dua Lipa is already wearing some of the brand's classic kicks. Dua sported the PUMA Suede, paired with a stylish look, during her "Studio 2054" show last week.

Dancers wore a mix of classic PUMA footwear, like the Suede, and apparel during the performance as well. Dua was also seen wearing pieces of PUMA footwear like the RS-X during rehearsals. Her "Studio 2054" performance gave viewers the chance to stream her show at home, as she performed live from a warehouse in the UK. She sang a number of her most popular songs alongside a slew of guest performers, including Kylie Minogue, Elton John, FKA twigs, Bad Bunny, Miley Cyrus, and more. The show had a record-breaking 5 million views, surpassing previous streaming numbers of any other artist.

The PUMA Suede has been an intrinsic part of history, and it will continue to be for all time. Always available on PUMA.com, PUMA stores, and retailers worldwide.

Image credit: Pixie Levinson

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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 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.puma.com/>