

PRODUCT BRIEF



WINNIE HARLOW GOES LUXE WITH PUMA'S TRAINING COLLECTION

Luxe is a forever lifestyle—a mentality that's stitched into every refined fiber. It comes through in premium, fashion-forward apparel with high tech function and perfect fit. From home, to work, to the gym, this elegant collection elevates the crossover between fitness and fashion.

"I'm in love with the Forever Luxe collection, it hugs me in the right ways," says Winnie Harlow. "It doesn't only offer a great luxurious look, but the performance benefits are just on point."

The new drop of the Forever Luxe collection includes:

Forever Luxe Tank

Luxury only. The Forever Luxe Tank goes hard on tech without sacrificing a luxurious hand feel. This soft fabric was made with recycled polyester, mixed powermesh, and dryCELL tech, giving you an eco-friendly performance go-to that keeps you cool and wicks away sweat.

Key benefits include:

- DRY: Highly functional dryCELL materials draw moisture away from the skin to keep you dry and comfortable.

Forever Luxe Bra

The Forever Luxe Bra is made of ellaVATE fabric and dryCELL tech for a sweat-wicking, four-way stretch that feels cool to the touch. You get mid-intensity support through stabilizing shoulder straps, a plush elastic band, and a front-mesh insert for breathability. It's luxury that serves looks but works harder.

Key benefits include:

- DRY: Highly functional dryCELL materials draw moisture away from the skin to keep you dry and comfortable.

Forever Luxe Tight

The Forever Luxe Tight is made for first class. Premium ellaVATE fabric meets dryCELL tech, giving you sweat-wicking, four-way stretch tights with a luxury hand feel. But it's not all looks.

The Forever Luxe Tight offers flatlock stitching to ease friction as you flex and a waistband pocket to secure your stuff while you make your moves.

Key benefits include:

- DRY: Highly functional dryCELL materials draw moisture away from the skin to keep you dry and comfortable.
- COMFORT: Flatlock stitching decreases friction and increases comfort during exercise.
- MOVEMENT: Waistband pocket offers a secure storage solution.

Live the luxe life on PUMA.com, PUMA Stores, and select retailers worldwide.

Forever Luxe is part of PUMA's She Moves Us platform, which highlights some of 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](#).

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PUMA

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