



PRESS RELEASE

WINNIE HARLOW'S FAVORITE GO-TO PUMA TRAINING LOOK

Boston, Massachusetts; November 11th, 2020 — Winnie Harlow sports PUMA's all new Forever Luxe performance apparel line. This elevated crossover between fitness and fashion is created with premium, technical styles delivering the best-in class look and feel. The pack includes a bra, tights, tank, pullover sweat, and a hooded jacket in a sophisticated color palette.

Forever Luxe is a performance line created by PUMA, it is made of premium fabrics that can keep up with your workouts and, at the same time, make you look extraordinary. This is one of Winnie Harlow's go-to looks, "I like to wear something that will allow me to feel comfortable during the day, that I can wear to the gym, and go on with my day," she noted.

Product highlights include a comfortable, high waist tight with a body contouring, textured print, and a long line, mid impact bra hook up. The pullover sweat is the perfect touch of sophistication and tech for lounging around or recovering after a workout. The dark grey designs are highlighted with a vibrant palette featuring fizzy yellow, bright berry, and night rose colorway.

Winnie Harlow's favorite training pieces from PUMA include the Forever Luxe pack, get yours on PUMA.com, PUMA Stores, and select retailers worldwide.

###

Media Contact:

Alberto Turincio Smith, Global PR, PUMA – alberto.turincio@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 14,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.puma.com/>