

**PRESS RELEASE**



## **GET READY FOR THE SUMMER SOLSTICE WITH PUMA'S NEW GLOAMING CAPSULE**

**Herzogenaurach, Germany; June 18<sup>th</sup>, 2021** — Sports company PUMA is releasing the new Gloaming capsule just in time for the summer solstice. This new drop of apparel, accessories and footwear is inspired by the colors of summer sunsets, which will be launching on the longest day of the year.

Items in the Gloaming capsule blend in with the colors of the sky, using a gradient of pastel blue and pink hues in the designs. Sport staples like bra tops and biker shorts are paired with fashion-forward platforms for a capsule that's fresh and dreamy. Campaign images were shot during sunrise and sunset to capture the colorful inspiration.

The **Cruise Rider Gloaming** stands out with fun color blocking, a dynamic material mix, and a stacked outsole. A playful touch comes from the gradient laces. Campaign images showcase the style paired with tie dye socks and a custom manicure that mirrors the capsule's gradient design and includes PUMA branding.

The Gloaming capsule 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](#).

Step into the summer sky with the Gloaming capsule when it drops on June 21st on PUMA.com.

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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. [www.about.puma.com](http://www.about.puma.com)