



PRESS RELEASE

WINNIE HARLOW MAKES WAVES IN THE NEW OCEAN QUEEN COLLECTION

Herzogenaurach, Germany; April 5th, 2021 — Sports company PUMA is releasing a new collection of women's footwear, apparel and accessories inspired by the deepest seas called Ocean Queen. Made for women who make waves, the collection is worn by PUMA ambassador Winnie Harlow.

The designs are inspired by the sea with colors like bright aquamarine, yellow, and a soft pink alongside mesh details. These looks are perfect for a beach day with items like unitards, shorts, a mesh tank and dress, and more. The footwear selection includes beachy takes on some of PUMA's most popular women's styles like the Cruise Rider, Oslo Femme, RS-Curve, RS-X and Hedra.

The **Cruise Rider Ocean Queen** makes a splash with an open mesh base with suede overlays, leather metallic formstrip and silver details throughout. The silhouette features a slightly higher midsole with sculpting details, a TPU piece in the back, and Rider foam for the ultimate comfort.

The Ocean Queen collection 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](#).

Be ready for summer, the collection drops on PUMA.com, PUMA stores and select retailers on April 7th with a price ranging from XXX-XXX.

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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