

PRESS RELEASE



“SHE MOVES US” – DUA LIPA AND PUMA BRAND AMBASSADORS CELEBRATE WOMEN WHO MOVE THE WORLD

Herzogenaurach, Germany, March 1, 2021 - Sports company PUMA has brought together its top female brand ambassadors to celebrate the women who have moved culture and sports forward and to inspire other women around the world.

Led by global pop superstar Dua Lipa, PUMA will generate inspiring content over the course of 2021, such as talks, videos and interviews with its female ambassadors, guided by the theme “She Moves Us”.

“Sharing stories of success is all part of changing the narrative, especially in fields like sports and entertainment that have tended to amplify the accomplishments of men,” said Dua Lipa. “Women are already nailing it across the board and celebrating their achievements is exciting and empowering. It also encourages those rising up to aim for the stars. That’s why I’m so grateful to PUMA for including me in their She Moves Us campaign. Now let’s show the world what we are capable of!”

Supermodel Winnie Harlow and actress, model and activist Cara Delevingne will also participate in the “She Moves Us” campaign. They will be joined by numerous PUMA athletes such as WNBA star Skylar Diggins-Smith, golfer Lexi Thompson, footballer Nikita Parris and high jumper Yaroslava Mahuchikh.

For the She Moves Us Anthem video, click here: <https://youtu.be/Atzuzvg3Xhw>

“She Moves Us” will tell the story of how our female ambassadors were inspired to become who they are today, the women who helped them, how they overcame challenges in their personal lives and careers and how they made it to the top in their respective fields.

By connecting its ambassadors with female consumers around the world on its social media platforms, PUMA will also create a global network which will spark a conversation around issues important to girls and women.

“She Moves Us” will empower girls and young women through PUMA’s partnership with [Women Win](#), a global women’s fund which uses sport to advance gender equality from the bottom up. PUMA will use its communications channels to spotlight the joint efforts to impact girls and women’s rights globally.

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 about 14,000 people worldwide, and is headquartered in Herzogenaurach/Germany.

DUA LIPA

Global pop superstar Dua Lipa released Future Nostalgia, her #1 UK sophomore album, in 2020 to worldwide acclaim. It was one of the best reviewed albums of 2020 and debuted in the top 5 of the Billboard 200 Album Chart. Upon release, Future Nostalgia was the most streamed album in a day by a British female artist globally in Spotify history and has over 4.5 billion streams to date. Dua is frequently the biggest female artist in the world on Spotify and is currently the fourth biggest artist overall with over 60 million monthly listeners. The album’s certified US 3x platinum lead single “Don’t Start Now” is a worldwide hit with one billion streams on Spotify alone, and a #2 spot on the Billboard Hot 100, a career high for the pop star. The track also broke her personal best record of weeks at #1 at US Top 40 radio. Dua followed the success of “Don’t Start Now” by releasing smash UK single “Physical,” and her US Top 40 #1 “Break My Heart.” Most recently, Dua was nominated for 6 Grammy awards, including Record, Song, and Album of the year. Future Nostalgia is the follow up to Dua’s eponymous 2017 debut, which is certified platinum and spawned 6 platinum tracks. She made BRIT Award history in 2018 by becoming the first female artist to pick up five nominations, with two wins for British Breakthrough Act and British Female Solo Artist, and received two Grammy awards for Best New Artist and Best Dance Recording in early 2019.