

PRESS RELEASE



PUMA AND GOOP RELEASE LIMITED-EDITION COLLECTION

Boston, Massachusetts; July 6, 2021 – Global sports brand PUMA and goop have collaborated on a limited-edition collection of studio apparel and footwear that can be worn through all walks of life, from day to night. Inspired by goop's signature details and PUMA's rich heritage in sport culture and fashion, the exclusive offering of ten pieces features elevated fabric, feminine cutlines, soft pleating, and clean zip storage. Plus, there are accompanying workout accessories, including a PUMA x goop yoga mat and stainless-steel water bottle.

PUMA together with goop have created a premium activewear line featuring luxury materials and signature silhouettes with a PUMA x goop update and a sleek aesthetic. The collection is made with performance fabrics, including highly functional dryCELL materials that draw moisture away from skin to help keep you dry and comfortable and silky-soft ellaVATE fabric—a quick-drying, four-way-stretch material that's cool to the touch.

The PUMA x goop limited-edition collection includes the following styles:

- Track Jacket, \$120 USD
- Tank, \$60 USD
- Track Pants, \$100 USD
- Sports Bra, \$65 USD
- High-Waisted Full Tights, \$110 USD
- Windbreaker Jumpsuit, \$180 USD
- Bodysuit, \$150 USD
- Forever XT goop Sneakers, \$120 USD
- Water Bottle, \$25 USD
- Yoga Mat, \$50 USD

The PUMA x goop collection launches on July 6 exclusively on goop.com and PUMA.com and in-store at goop Brentwood, goop's permanent store in Los Angeles.

###

Media Contact:

Alberto Turincio, PUMA, alberto.turincio@puma.com

Jacqueline Weitzen, goop, jacqueline@goop.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/>

goop

goop is a lifestyle brand with its roots in content across key pillars: wellness, beauty, food, style, and travel. Within those pillars, goop curates and sells a tightly edited array of products and makes its own goods in beauty, fashion, and wellness.

goop launched in the fall of 2008 out of Gwyneth Paltrow's kitchen as a homespun weekly newsletter. Paltrow wanted to share her unbiased travel recommendations, health-centric recipes, and shopping discoveries, and she also wanted to get her own questions—about health, fitness, and the psyche—answered. goop continues to be a place for Paltrow, now the company's CEO, to introduce readers to incredible experts who have mentored her throughout her life, along with new ideas about where to shop, eat, and stay, plus clean recipes.