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**MADE FOR THE WILDFLOWERS: PUMA AND LIBERTY CELEBRATE STRONG WOMEN**

**Herzogenaurach, Germany; September 7th, 2021 —** Global sports brand PUMA and iconic design house and department store Liberty are partnering for the first time to bring a luxe touch to a streetwear collection, which has a truly feminine aesthetic and was created to celebrate strong women.

The debut **PUMA x LIBERTY** collaboration plays on the enduring heritage of both brands, bringing them together to create a unified story. Using the famous Liberty floral prints in a wild garden theme, the collection brings a very fresh and feminine look to PUMA silhouettes.

Inspired by the idea that flowers are often turned to in times of trouble, the collection takes on the theme of ‘Still Growing’—celebrating the women who, much like a wildflower, are still growing and thriving despite it all.

Known for their unique prints and exquisite craftsmanship, Liberty has been paving the way for high-end fashion and luxury homeware since 1875. The iconic brand instantly conjures up images of florals, heritage and a distinct sense of Britishness. Over the years it’s built a legacy dedicated to discovery and design all underpinned by the arts and crafts movement much loved by its founder Arthur Lasenby Liberty.

Inspired by a variety of Toile de Jouy patterns and Asian style landscapes discovered in the Liberty archive, the bespoke Liberty print that decorates this collaboration features a graphic yet intricate scenic vista, and was hand painted by Liberty’s in-house team of artists in London, exclusively for PUMA. Named “Wild Garden,” the landscape print features a wide range of jewel-toned flora & fauna and is inhabited by exotic birds, butterflies, deer, rabbits, pink horses and even a Liberty puma.

The collection includes a wide range of both fashion and training footwear, apparel, and accessories. Embroidery and vibrant colors add a bold and feminine touch to PUMA’s footwear styles; the selection includes the **Wild Rider, Basket, Cruise Rider, Suede Mayu**, and for training, the **Forever XT,** which offers an instant cushioning and a responsive ride. The apparel items expand beyond PUMA’s classic silhouettes, with unique pieces like a reversible kimono, a flowy floral dress, and a performance leotard. The accessories offer a subtle touch of floral for any look with a cap, shopping bag, and mini purse offering.

The collection look book and campaign images were shot on an all-female crew, profiling bold and confident women from across a variety of fields to celebrate their success, each in their own unique look.

Campaign videos showcase this female crew and their thoughts on who inspires them, the key to always growing, and what makes them feel unstoppable. Using bold visuals and bright colors, the **PUMA x LIBERTY** collaboration flips the soft connotation of florals for a collection that reflects the strength of the wildflower and today’s fearless, powerful and creative women.

Get ready to own the urban jungle when the **PUMA x LIBERTY** collection drops on PUMA.com, PUMA stores and select retailers including the iconic Liberty store on London’s Regent Street, on September 18th with retail prices ranging from $XXXX – $XXXX.

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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

**LIBERTY**

Synonymous with the city its shop stands in, Liberty is a brand driven by discovery. Born in 1875 from the adventurous and disruptive spirit of Arthur Lasenby Liberty, the brand has remained true to its heritage and is famed for its print, fabrics, and design. Liberty continues to be associated with the world of arts and culture, building on its founder's legacy to seek out the new and the beautiful. Today, Liberty is recognized for its cultural collaborations, inspiring curation, and directional design. The iconic Regent Street shop encompasses six floors of fashion, beauty, Little Liberty childrenswear, accessories and homewares - bringing together the world’s leading premium and luxury brands and housing them alongside its own Liberty range. LibertyLondon.com, @LibertyLondon