



## RISE UP WITH PUMA AND CARA DELEVINGNE

**Herzogenaurach, Germany, January 20, 2020** – Sports brand PUMA is ready to Rise, presenting a fashionable new sneaker for women. Worn by PUMA ambassador Cara Delevingne, the all new PUMA Rise blends PUMA's RS running technology with a dash of catwalk style.

The PUMA Rise is made for dynamic women, who walk onwards and upwards to reach their goals. Featuring PUMA's RS technology for high rebound, the Rise creates the feeling of walking on clouds through its oh-so-comfortable construction and soft, opulent lines. Crafted from a sheer textile upper with a mix of suede and leather overlays, the premium materials of the Rise make it a true power shoe.

PUMA's new Rise arrives globally on January 30 at PUMA.com, PUMA stores and selected retailers.

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### MEDIA CONTACT

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### PUMA

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PUMA is one of the world's leading Sports Brands, designing, developing, selling and marketing footwear, apparel and accessories. For 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 13,000 people worldwide, and is headquartered in Herzogenaurach/Germany. For more information, please visit <http://www.puma.com>