



PUMA'S NEW SNEAKER DEVA TAKES STREETSTYLE TO NEW HEIGHTS

Herzogenaurach, Germany, January 31, 2020 – Sports brand PUMA is taking streetstyle to new heights, literally, by introducing the **Deva**, a new streetwear sneaker with a raised platform, for those who do not step out subtly but kick down the door.

Worn by PUMA ambassador Cara Delevingne, the all new **PUMA Deva** plays with height through its stylishly stacked midsole and luxe material mix to create a disruptive new look. While the upper celebrates PUMA's classic sneaker design, the sole is placed on a chunky raised platform. With a rubber outsole for traction and grip as well as its wavy platform midsole in white, **PUMA's Deva** is crafted from a black silky smooth suede upper and showcases the Formstrip in contrasting white.

Take your style to new heights with the new **PUMA Deva**, dropping globally on PUMA.com, at PUMA stores and selected retailers on February 1. Also watch out for more upcoming bold color combos.

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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 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>