



MEDIA RELEASE

PUMA's debut collection with Charlotte Olympia is a knockout!

A capsule collection inspired by boxing and old school glamour.

Herzogenaurach, Germany, March 3rd, 2020 - Sports company PUMA and British luxury shoes and accessories brand, Charlotte Olympia, have teamed up for a collection of footwear, apparel and accessories that merge boxing-inspired silhouettes with the brand's penchant for Old Hollywood glamour. Bold leopard prints, fringe accents and feline touches add detail to feminine PUMA silhouettes.

Known for creating luxurious and playful designs, London-based designer Charlotte Olympia Dellal founded her eponymous brand in 2008 and is recognized for its meticulous attention to detail, arresting use of color and whimsical designs.

The **PUMA x Charlotte Olympia** collection showcases the brand's iconic spiderweb logo, signature leopard print and feline 'Kitty' embroidery on classic streetwear styles, resulting in glamorous and playful looks with a sporty twist.

The **PUMA x Charlotte Olympia Rise** sneaker shows off a flashy palette with a sequined heel overlay and a pale pink midsole finished with a metallic TPU back piece. The mesh upper features black patent leather overlays and red zig-zag stitching. Variations of the **PUMA Love**, **Leadcat**, **Deva** and **Cali Sport** also take on glitzy accents, with glitter heels, a sequined Formstrip, collar fringing, and a gold laser-cut leopard print graphic among other standout details.

For apparel, the velour **PUMA x Charlotte Olympia TFS AOP Track Jacket** has a luxurious feel in leopard print-and the **PUMA x Charlotte Olympia AOP Shorts** are marked by fringe details on the hem. A **PUMA x Charlotte Olympia Crop Top** even boasts a spider-web-inspired back construction, with other parts of the extensive collection presenting feminine takes on crew sweatshirts, fitted midi dresses, tees, track pants and tights.

The accessories line is equally alluring, brandishing a **PUMA x Charlotte Olympia tasseled Bum Bag** and a two-in-one **Shopper**. These are complemented with a **PUMA x Charlotte Olympia reversible Bucket Hat**, a cap and a visor all in tonal animal print.

Pounce out of the ring and onto the red carpet with the bold and glamorous **PUMA x Charlotte Olympia** collection, premiering on PUMA.com, in PUMA stores and selected retailers on March 6th.

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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>

Charlotte Olympia

Charlotte Olympia Dellal launched her eponymous luxury shoes and accessories line in 2008. Her playful and feminine creations combine British humour with Old Hollywood bombshell aesthetic. Charlotte Olympia has become renowned for its unique styles that have elevated many of its instantly recognisable designs to cult status. Each piece is handcrafted in Italy and is finished with the brands gold spiderweb logo. For more information, please visit www.charlotteolympia.com