

## PRODUCT BRIEF



### Rise Neon

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**Herzogenaurach, Germany, May 2, 2020** – PUMA's newest update to the Rise silhouette is the **Rise Neon**, a vibrant take electrified with neon coloring. Worn by PUMA ambassador Cara Delevingne, the shoe is made for those who are bright, bold and forward-thinking. This version of the Rise features a fully neon mesh upper and tooling, a semi-translucent upper cage, RS technology, and a very comfortable construction. The **Rise Neon** drops on PUMA.com, PUMA stores and select retailers on May 2<sup>nd</sup>.

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## PUMA

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