



## FACT SHEET

### TRAIN WITH CONFIDENCE WITH PUMA'S NEW PEARL SHIMMER PACK

**Boston, Massachusetts; July 20<sup>th</sup>, 2020** — Sports company PUMA will release a new training pack that is not only performance ready but will help you irradiate confidence. The Pearl Shimmer Pack brings a premium, pearlescent palette and shimmery detailing to high-intensity training. This luminous collection of training is comprised of footwear and apparel pieces.

#### Provoke XT Pearl Shimmer

Provoke XT was created for women who aren't afraid to take risks, this dynamic silhouette challenges the standards of conventional athletic design. With a TPU jewel piece in the midfoot and heel for stylistic support, Provoke XT Pearl features a soft and shimmery color palette, geometric midsole, and all-around secure fit.

The key benefits of Provoke XT are:

**Stability:** TPU midfoot piece adds control during gym workouts.

**Comfort:** PROFOAM midsole provides instant, lightweight cushioning.

**Grip:** Zoned outsole offers maximum traction and durability during training movements.

#### LQDCELL Method Pearl Shimmer

LQDCELL Method Pearl Shimmer captures those quick and explosive movements during high-intensity training and enhances them with PUMA's LQDCELL stable cushioning technology. Built for lateral exercises, agility drills, and over-the-top effort, this training shoe ups your energy while keeping you grounded on your feet. Finished with a pearlescent palette, feel fast and flawless to the peak.

The key benefits of LQDCELL Method are:

**Lightweight:** PROFOAM high-rebound EVA provides instant cushioning in a lightweight package.

**Cushioning:** an evolution of CELL technology, LQDCELL midsole offers stable cushioning.

**Grip:** forefoot flex grooves and zoned rubber outsole for maximum traction during high-intensity workouts.

### **Pearl Bra**

The Pearl Bra was created for mid impact workouts and features a supportive, strappy back design and a pearl-finished fabric. With dryCELL technology to keep you comfortable during your workouts.

The key benefits of the Pearl Bra are:

**Fit & Comfort:** a flattering yet functional strappy back design.

**Support:** mid impact support for all workouts.

### **Pearl Print 7/8 Tight**

The PUMA Train Pearl Print 7/8 Tight is perfect for function and style. This training tight features flatlock stitching for reduced friction, and dryCELL technology to keep you dry and comfortable. A high waist offers storage and support, with stylized mesh panels and a pearlescent finish.

The key benefits of the Train Pearl Print 7/8 Tight are:

**Comfort:** dryCELL technology keeps you dry and cool throughout your workout.

**Support:** high waist design offers added coverage during training movements.

**Cool:** strategically placed mesh inserts provide circulation and cooling.

The PUMA **Pearl Shimmer Pack** drops globally on PUMA.com, PUMA stores, and selected retailers on July 21<sup>st</sup>.

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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 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 14,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.puma.com/>