

## PRODUCT BRIEF



# **BOLD, BRIGHT, CONFIDENT: NEW PRETTY PINK COLLECTION FROM PUMA**

Sports company PUMA is releasing a new collection of high gloss, pink-on-pink pieces for the Pretty Pink Collection. An overabundance of pink and disruptive designs are paired with synthetic fabrics and iridescent details for this brazen collection.

### **FOOTWEAR**

The **Cali Wedge**, **Deva**, **RS-X3**, **Rise** and **Future Rider**, some of the most popular women's silhouettes from PUMA, are reimaged in bold designs for this collection. Details include hot pink, high gloss synthetic uppers and midsoles with fluffy textile accents.

#### **Cali Wedge:**

A bold update to the Cali silhouette with an extreme, wedge sole.

#### **Deva:**

The Deva is an elevated sport-fashion silhouette inspired by rebellious punk attitude and chunky, oversized streetwear shoes seen in Tokyo. It plays with height and materials to create a totally new look: the top line tooling is a sneaker while the sole is high fashion.

#### **RS-X3:**

The classic RS design is taken to an extra, thrice-exaggerated form by stripping the silhouette down to the basics then building it up with stronger material mixes and colors.

#### **Rise:**

Pulling from the worlds of heritage running and forward-thinking style, this slim, highly engineered silhouette is inspired by clouds with soft, opulent lines and an oh so comfortable construction. Design details include signature RS technology and a semi-translucent upper cage.

#### **Future Rider:**

Born in 1980, the Fast Rider launched when running moved from the track to the street, becoming one of our most comfortable and simplistic icons to feature the shock-absorbing PUMA 'Federbein' outsole. This

classic shoe as revamped to become the Future Rider, featuring a slim Federbein outsole and ultra-comfortable Rider Foam midsole.

## **CLOTHING**

The Pretty Pink features a wide array of clothing in hot pink with white accents. Key pieces include the Evide Woven tracksuit in water repellent fabric and a bold graphic tee with the PUMA logo. The collection further includes a range of jackets, sweatshirts, and bottoms.

## **ACCESSORIES**

The perfect accent to any outfit, the Pretty Pink Collection accessories line includes a hot pink Unisex Trend Beanie, Prime Time Drawstring Backpack, Prime Time Backpack, and Prime Time Large Shopper tote.

The Pretty Pink collection will be available in two separate drops, on July 1<sup>st</sup> the following pieces will be available - Evide track pants, Evide track jacket, Evide graphic tee, unisex trend beanie, Cali Wedge, and the prime-time drawstring backpack. On July 27<sup>th</sup> all of the collection will be available on PUMA.com, PUMA Stores and select retailers globally.

**PRODUCT IMAGES:** [HERE](#)

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## **PUMA**

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