



## **PRESS RELEASE**

### **PUMA signs Bulgarian pop star Dara as a brand ambassador**

**Herzogenaurach, Germany, April 18, 2023** - Sports company PUMA has signed Bulgarian singer Dara as a brand ambassador to reach out to young audiences in this important Southeastern European market.

At only 17 years of age, Dara became a household name in her home country when she reached the final of the Bulgarian edition of talent show “X-Factor” in 2015 she was signed by the biggest Bulgarian label – Virginia Records. Since then, she has released a steady stream of hit singles in Bulgaria, including the chart-topping “Thunder”, “K'vo Ne Chu”, “Rodena takava” and “Darbie”.

Her recent song “Mr. Rover” also reached international fame when it was covered by Korean singer KAI.

“PUMA has an amazing product offer from women, which shows confidence and style”, said Dara. “I’m excited to join the many strong women who are already part of the PUMA Family of ambassadors and athletes.”

With a large following on social media, Dara is one of the most popular singers in Bulgaria and has become an important influencer for young generations in her country.

For her first photoshoot with PUMA, Dara wore the company’s iconic T7 track jacket in black and the MAYZE sneaker, one of PUMA’s most popular footwear styles for women.

A focus on local relevance is an important part of PUMA's corporate strategy and its local ambassadors complement its international line-up. Last year, the company signed pop stars Teodora from Serbia and Eleni from Greece.

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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 75, 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 about 20,000 people worldwide, and is headquartered in Herzogenaurach/Germany.