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## POWERED BY FEELING BEAUTIFUL

5 November 2022, PUMA and Pamela Reif release their new collection

**Fitness icon and Influencer Pamela Reif will present an exclusive capsule collection for PUMA on Saturday, 5 November at 11am CET. The collection, designed by Pamela in collaboration with PUMA, is a perfect symbiosis of sport and style and a smooth transition from the gym to everyday. A two-hour Early Access at 9 am CET for PUMA Newsletter subscribers will grant limited exclusive access to the collection for Pamela's fans. Signing up for the Early Access will be available from 22 October to the 3 November on [eu.PUMA.com](https://eu.PUMA.com).**

This is a collection for women who want to feel strong and beautiful during their workouts. A combination of soft and more sustainable materials, strong performance and colors inspired by nature. The elegant collection is made of athletic pieces, designed in a very fashionable and feminine way with attention to little details, complimenting every body shape. The all-new footwear and apparel styles are inspired by nature and each piece is made to feel light as a feather for the best range of movement. The soft color palette of coral and teal evokes feelings of brighter days in Autumn.

“When women look in the mirror, I want them to see their own potential. The pieces in this collection should make them feel sophisticated, pretty and powerful as they push their bodies to get stronger” - Pamela reveals about the collection.

The collection will be available on the European PUMA Online Shop, all PUMA Fullprice Stores and Zalando. Pamela's Community in Taiwan and Greater China will also be able to get their hands on the collection.