



PRESS RELEASE

POSITIVELY RADIANT: PUMA'S NEW CRYSTAL GALAXY CAPSULE

Herzogenaurach, Germany; February 10th, 2022 — Global sports company PUMA's new **Crystal Galaxy** capsule finds inspiration in the everyday, looking to the natural properties of crystals to empower, inspire, and heal the world around us.

The **Crystal Galaxy** capsule is made for women who radiate positivity and shine bright. As a part of PUMA's She Moves Us platform, featuring real, strong, and empowered women, campaign images were shot with Olympic sprinter Imani-Lara Lansiquot. As an English track and field sprinter from the UK, she trains rigorously while staying both dedicated and joyful, perfectly embodying the message behind the capsule and the spirit of the She Moves Us platform.

The Crystal Galaxy capsule features footwear, apparel and accessories with designs that draw influence from the colors of powerful crystals. The footwear has gemstone accents to give good crystal energy on the go, accented with pearl sheen, transparency, and crystal embellishments. Choose your footwear to match the energy you want to bring into your life, with four different crystal-inspired lace jewels to choose from:

- **Rose Quartz** - Symbolizes peace, love and friendship, found on the Mirage Sport, Wild Rider Unfold, and Cruise Rider
- **Amazonite** - Symbolizes serenity and wellness, found on the Mayze
- **Citrine** - Symbolizes happiness and abundance, found on the Suede Mayu
- **Carnelian** - Promotes creativity and confidence, found on the Muse X5

Apparel items fuse graphic details with shimmering accents for an elevated update to everyday looks. Accents of yellow, blue and purple are used alongside all-over crystal prints. Pearl sheen woven fabrications, marble drawcords, and shiny logos add a bright touch to the looks. Apparel designs feature a mix of both tight and relaxed silhouettes, with basics like tees and sweats alongside statement pieces like a body suit and fitted dress.

Shine brighter than ever in the all-new **Crystal Galaxy** capsule when it drops on PUMA.com, PUMA stores and select retailers on February 10th.

Media Contact:

Alberto Turincio, Sportstyle PR Global – alberto.turincio@puma.com

Liz Smith, Sportstyle PR Global – liz.smith@puma.com

PUMA

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/>