



PRODUCT BRIEF

EXHALE: PUMA LAUNCHES NEWEST YOGA COLLECTION CO-CREATED WITH CARA DELEVINGNE

Somerville, Massachusetts; February 1, 2022 – Global sports brand PUMA and international model, actress, and activist Cara Delevingne will launch a new Exhale collection featuring eco-conscious yoga apparel.

The Exhale collection is rooted in the intention of being better every single day – spiritually, mentally, and environmentally. PUMA and Cara made thoughtful decisions around sustainability with the use of mindful materials and techniques: All bras, tights and layering pieces are made from at least 20% recycled materials. To further minimize our impact, we've offset any unavoidable carbon emissions, making the collection carbon neutral.

Do good. Feel good. Look good. Exhale.

Exhale Crop Top

The perfect layering piece to mix and match with other collection offerings, the Exhale Crop Top is a cut above. Made from premium recycled heathered cotton spandex and featuring 87% recycled polyester power mesh cap sleeves, this top is one of our most sustainable yet. Ultra-feminine details, like the ballet-inspired scoop back, will make your practice that much prettier.

Key details:

- **SUSTAINABILITY:** Made with at least 20% recycled cotton and 87% recycled polyester power mesh as a step toward a better future.
- **BREATHABILITY:** Mesh sleeves help keep you cool.

Low Impact Exhale Bra

Premium recycled heathered cotton spandex and adjustable straps ensure top-tier comfort in the Low Impact Exhale Bra. Supportive and sustainable without compromising style? Yes, please. Breathe easy knowing you can do good and look good.

Key details:

- **SUSTAINABILITY:** Made with at least 20% recycled cotton as a step toward a better future.

- **SUPPORT:** Low-impact support offers an easy, lightweight feel.
- **FIT:** Adjustable shoulder straps offer added support during studio sessions.

Exhale Full Tight

Whether you're in the studio, at home, or hanging with Mother Nature, the Exhale Full Tight offers peak comfort and style. Because who doesn't love a contoured high waistband that stays in place? The tight also features recycled heathered cotton spandex material. Thoughtfully made, so you can take your mind off things and exhale.

Key details:

- **SUSTAINABILITY:** Made with at least 20% recycled cotton as a step toward a better future.
- **MOVEMENT:** High waistband pocket offers a secure storage solution.

PUMA's **Exhale Collection** co-created with Cara Delevingne will be available starting February 1, on PUMA.com, PUMA Stores, and selected retailers worldwide.

To learn more about PUMA's commitment to sustainability, visit [PUMA.com/FOREVERBETTER](https://puma.com/FOREVERBETTER)

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Media Contact:

Melissa Garbayo, PUMA PR – melissa.garbayo@puma.com

PUMA

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