



PRESS RELEASE

PUMA AND CARA DELEVINGNE CO-CREATE NEW ECO-CONSCIOUS YOGA COLLECTION

Boston, Massachusetts; February 15, 2021 – Global sports brand PUMA and international model, actress, and activist Cara Delevingne have co-created Exhale, a new eco-conscious yoga collection.

When designing the **Exhale Collection**, PUMA made thoughtful decisions around sustainability by using eco-conscious materials, such as at least 70% recycled polyester, and by fully offsetting any unavoidable emissions.

The collection is made for those who want to make a more mindful space – spiritually, mentally, and environmentally, without losing any performance benefits. It includes a high waist full tight, studio bra, knit cover up, crop top, boyfriend-inspired tee, leotard, and a jogger – all in a neutral color palette.

“Yoga is one of my biggest passions, it has impacted my life in such a positive way. When PUMA approached me about partnering to create a yoga line, I was thrilled. We both are very focused on the environment, that is why it was important to design a collection with minimal impact,” said Cara. “This creates a more meaningful impact on our mind, body, and practice; allowing us space for peace and tranquility to simply exhale.”

PUMA is committed to reducing its environmental impact and live up to its code of being “Forever Better”. That is why Cara decided to partner with PUMA to create a performance collection that would combine two of her biggest passions – yoga and the environment.

To offset any unavoidable emissions, PUMA partnered with First Climate, a leading provider of services relating to carbon neutrality, green energy, and water management to purchase credits toward the construction of small-sized biogas plants for rural energy supply, which is used to replace conventional fuels like firewood or coal.

PUMA and Cara's yoga **Exhale Collection** will be available starting February 15th, 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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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/>