



## PRESS RELEASE

### WINNIE HARLOW'S FAVORITE GO-TO PUMA TRAINING LOOK

**Boston, Massachusetts; November 11<sup>th</sup>, 2020** — Winnie Harlow sports PUMA's all new Forever Luxe performance apparel line. This elevated crossover between fitness and fashion is created with premium, technical styles delivering the best-in class look and feel. The pack includes a bra, tights, tank, pullover sweat, and a hooded jacket in a sophisticated color palette.

Forever Luxe is a performance line created by PUMA, it is made of premium fabrics that can keep up with your workouts and, at the same time, make you look extraordinary. This is one of Winnie Harlow's go-to looks, "I like to wear something that will allow me to feel comfortable during the day, that I can wear to the gym, and go on with my day," she noted.

Product highlights include a comfortable, high waist tight with a body contouring, textured print, and a long line, mid impact bra hook up. The pullover sweat is the perfect touch of sophistication and tech for lounging around or recovering after a workout. The dark grey designs are highlighted with a vibrant palette featuring fizzy yellow, bright berry, and night rose colorway.

Winnie Harlow's favorite training pieces from PUMA include the Forever Luxe pack, get yours on PUMA.com, PUMA Stores, and select retailers worldwide.

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#### PUMA

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