**PRESS RELEASE**

**DUA LIPA CONFIRMS THAT A PLATFORM NEVER GOES OUT OF STYLE**

**Herzogenaurach, Germany; August 16th, 2021 —** Global pop superstar and fashion icon Dua Lipa is seen sporting the recently released PUMA Suede Mayu, now in a new black colorway which will be dropping later this week. Launched earlier this year, this silhouette takes design elements from one of the brand’s most iconic styles and blows up its proportions for a contemporary look.

Dua Lipa played with her style in the latest campaign shot by Mario Sorrenti, as she is seen pairing the newest colorway of the **Suede Mayu** with a black skirt, a knot crop top, and a chainmail camisole – showing how versatile the shoe can really be. The silhouette can be transformed to be used all day, for any type of look.

The platform’s over-the-top proportions, give the silhouette a chic and fresh look. The upper takes cues from one of PUMA’s most iconic styles with a re-designed bold platform but keeping it lightweight and comfy. The blown up proportions of the Suede Mayu push forward the original DNA of the shoe.

Dua Lipa is featured in PUMA’s latest women’s brand campaign “She Moves Us”, which celebrates women who move together to achieve and connect through fashion, community, and sport.

Be ready to up your style with the latest colorway of the PUMA Suede Mayu. It will be available on PUMA.com, PUMA stores and select retailers starting August 18th.

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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 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany. www.about.puma.com