

PRESS RELEASE



DESIGNER NICOLE MCLAUGHLIN SPEAKS ABOUT HER PASSION FOR UPCYCLING AS PART OF PUMA'S "SHE MOVES US" PLATFORM

Herzogenaurach, Germany, 20th of June – Designer, artist and upcycling master Nicole McLaughlin frankly spoke about the sacrifices and challenges she faced in her career in a “She Moves Us” video conversation for sports company PUMA.

“People think that the fashion industry is very much female led when in actuality it’s a lot male conversations that are driving everything that we are seeing in terms of design and fashion,” Nicole said. “And especially within the streetwear space, I find that I’m usually the only female in the room at times.”

With her designs Nicole focuses on sustainable pieces of art, for example when she transformed old PUMA football gloves into a jacket. Her main advice to young female designers is to “be confident in the ideas that you have. People want to hear your story. They want to get to know you and what inspires you. Feel comfortable to talk about it, talk about the hardships, all the things that you faced and be comfortable sharing those things with other people because a lot of the time people have gone through the same things as you.”

“She Moves Us” wants to empower and inspire girls and young women by sharing stories and to celebrate women who move together to achieve and connect – through sport, culture and values. The platform is inspired by global pop-star and PUMA Ambassador Dua Lipa who said: “Sharing stories of success is all part of changing the narrative, especially in fields like sports and entertainment that have tended to amplify the accomplishments of men. Women are already

nailing it across the board and celebrating their achievements is exciting and empowering. It also encourages those rising up to aim for the stars.”

PUMA has an inclusive product offering to cater for women and girls in sport: underwear and activewear, modest sportswear, a maternity offering and performance specific products exclusively engineered for women. PUMA supports all athletes to perform at the highest level and works with organizations and partners committed to remove barriers in sports.

For the full Nicole McLaughlin “She Moves Us” video interview, please click [HERE](#).

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