

## PRESS RELEASE



### HIGH FASHION: PUMA'S ALL-WHITE DEVA IS A CUT ABOVE

**Herzogenaurach, Germany, March 13, 2020** – Sports company PUMA is elevating its **Deva** range of chunky sneakers with a stacked all-white silhouette. Boasting a thick sole and confident curves, this monochromatic take on the fashion sneaker doesn't step out subtly – it kicks down the door.

The **PUMA Deva** mixes classic white with a bold silhouette and is equally at home on the runway sported by brand ambassador Cara Delevingne. Featuring a wavy stacked midsole and chic leather upper, this sneaker plays with height to create an edgy look. Grip is provided by a rubber outsole, topped off with a classic white PUMA Formstrip on the upper.

Stay a step above the rest with the newest **PUMA Deva**, launching on PUMA.com, at PUMA stores and in selected retailers on April 1.

###

**Media Contact:**

Nina Versfeld, Sportstyle PR GLOBAL– [nina.versfeld@puma.com](mailto:nina.versfeld@puma.com)

Liz Smith, Sportstyle PR GLOBAL– [liz.smith@puma.com](mailto:liz.smith@puma.com)

**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/>