



## PRESS RELEASE

# PUMA SIGNS GLOBAL POP SUPERSTAR DUA LIPA

**Herzogenaurach, Germany; November 17<sup>th</sup>, 2020** — Today’s global pop superstar Dua Lipa has joined the PUMA family and will be the newest face of the company’s women’s business. Dua will collaborate with the global sports brand to help inspire women around the world, not just by being featured in global campaigns, but through important inclusive initiatives close to her heart.

“I am so excited to announce my partnership with PUMA,” said Dua Lipa. “From performance rehearsals to hiking in the hills, it’s important to feel comfortable & look good. I’ve got so many ideas for the projects and campaigns I’ll be taking part in and look forward to bringing them all to life with my PUMA family.”

Dua Lipa and PUMA share the same values of being determined, confident, joyful, and brave. Dua is not only a powerful influence for millions of young women, but she has also been an advocate to raise awareness around women’s issues and gender equality. This is why in 2021 she will be the headliner of PUMA’s “She Moves Us” campaign, focusing on inspiring women who move together to achieve and connect through sport and culture.

“We are thrilled to welcome Dua to our family”, said Adam Petrick, PUMA’s Global Director of Brand and Marketing. “We were drawn towards her creativity, passion, and drive and the way in which she resonates with the young female consumer. But most importantly, we were moved by her authentic passion to close the gender gap and look forward to supporting her through several brand initiatives we have planned together. We think she embodies what today’s consumer is looking for in a role model.”

Dua Lipa has built an extraordinary career in a very short time. She released Future Nostalgia, her #1 UK sophomore album, this year to worldwide acclaim. Upon release, Future Nostalgia was the most streamed album in a day by a British female artist globally in Spotify history and has over 4.5 billion streams to date. Dua is the biggest female artist in the world on Spotify and is currently the third biggest artist overall with nearly 60 million monthly listeners. The album’s certified platinum lead single “Don’t Start Now” is a worldwide hit with one billion streams on Spotify, and a #2 spot on the Billboard Hot 100, a career high for the pop star. Dua

followed the success of “Don’t Start Now” by releasing smash UK single “Physical,” and her US Top 40 #1 “Break My Heart.” Future Nostalgia is the follow up to Dua’s eponymous 2017 debut, which is certified platinum and spawned 6 platinum tracks. She made BRIT Award history in 2018 by becoming the first female artist to pick up five nominations, with two wins for British Breakthrough Act and British Female Solo Artist and received two Grammy awards for Best New Artist and Best Dance Recording in early 2019.

PUMA kicks off their multi-year partnership with Dua Lipa as presenting sponsors of her fun-filled “Studio 2054” virtual performance where both she and her dancers will wear PUMA. As a surprise to her fans, PUMA is offering a limited batch of discounted tickets for the performance. To access these tickets, click [here](#).

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