



PRESS RELEASE

“We rise by lifting others” - PUMA and Davido create Sportstyle collection

Herzogenaurach, Germany, April 7, 2023 - Sports company PUMA and Nigerian musician Davido have together created a Sportstyle collection, which captures Davido’s philosophy and sends a strong message of supporting others.

The collection are a beautiful mix of Nigerian culture and current trends, and it consists of a tracksuit, t-shirts, shorts, and hats, featuring the vibrant green and white colors of the country's flag. Each piece has been carefully designed by Davido to ensure comfort and style. The tracksuit along with the t-shirts, shorts, and hats can be worn on various occasions.

When working on the collection, Davido said he felt inspired by the philanthropic work of his father which had a strong influence on his own philosophy in life: “‘We rise by lifting others’ is a quote I always loved,” said Davido. “It means that as I grow, I want other people to grow with me.” Each piece of the collection emblazoned with the same motto. By choosing these clothes, Davido’s fans and the wider audience are not only wearing modern shapes but also spreading a message of encouragement to those around them.

Davido is one of Africa’s most successful music artists with more than 20 million followers on social media and four successful albums to his name. Through his music, Davido continues to transcend the concept of time, trends, and fashion as a certified hitmaker. His new album TIMELESS will reminisce and super serve core engaged fans while strategically connecting with new audiences who are familiar with Davido's pioneering roots and achievements.

The collection will be available in stores and on puma.com starting April 7.

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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.