

## PRESS RELEASE

UNDER EMBARGO: DECEMBER 8<sup>th</sup>, 2021



### 'FLUTUR': THE NEW CAPSULE BY PUMA AND DUA LIPA IS COMING SOON

**Herzogenaurach, Germany; December 8<sup>th</sup>, 2021** — PUMA and global pop superstar, Dua Lipa continue to thrill fans, announcing their first product collaboration – a limited-release capsule called “Flutur”. Dropping on Saturday, December 18<sup>th</sup>, this 90’s inspired, four-piece capsule of both apparel and footwear is a tease of what’s to come in 2022, when a full collection is released.

The collaboration features a new logo that is symbolic of the partnership, bringing together Dua’s name and the PUMA formstrip which transforms into an iridescent butterfly.

“For me butterflies are more than just beautiful creatures, they represent so much, like transformation, hope, and metamorphosis, over this past year the butterfly has become especially symbolic and meaningful to me” said Lipa. “The name of the capsule, ‘Flutur’, is the Albanian word for butterfly. I chose it to pay homage to my heritage while also celebrating this new beginning with PUMA.”

The iridescent logo is the centerpiece of the capsule, predominantly featured on the easy-to-wear silhouettes including black and white baby tees, as well as a black oversized hoodie. The highlight of the PUMA x Dua Lipa “Flutur” capsule is the Mayze, one of her favorite shoes from the brand. The triple-black leather **Mayze Flutur** has a stacked midsole, zig-zag stitching on the formstrip, Dua Lipa’s signature logo on both the tongue and the insole, in addition to two lace options.

“It was important for Dua to release staple pieces that would complement any wardrobe. She knew what she wanted and brought those ideas to the table,” says Maria Jose Valdes, General Manager of PUMA’s Sportstyle Business Unit. “This capsule is just a tease to what’s to come next year, we’ve been working around the clock with Dua to bring to life all of her ideas. It has been a pleasure to work with her, she truly is a style icon.”

The campaign was captured by German photographer Daniel Sannwald, who in the past has worked with some of the most important and influential musicians, including Lipa. His creative genius transports us to this psychedelic fairy tale where we see Dua’s metamorphosis from the

chrysalis emerging into a butterfly, from darkness to technicolor. She was shot against a black and white backdrop, with colorful lighting and visual effects that helped create this magical transformation, a true reflection of the product design and inspiration.

The **PUMA x Dua Lipa 'Flutur' capsule** will be released globally next Saturday, December 18<sup>th</sup> on PUMA.com. Be on the look out for details about Dua Lipa's upcoming collection dropping in 2022.

###

**Media Contacts:**

Alberto Turincio, Global Sportstyle PR - [alberto.turincio@puma.com](mailto:alberto.turincio@puma.com)

Liz Smith, Global Sportstyle PR - [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 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany. [www.about.puma.com](http://www.about.puma.com)