



PRESS RELEASE

WINNIE HARLOW SPORTS PUMA'S CRUISE RIDER IN A VIBRANT SUMMER LOOK

Herzogenaurach, Germany, July 6th, 2021 — Global sports brand PUMA has released the **Cruise Rider** in bold new colors, creating the perfect style for women on the move like Winnie Harlow, who rocked the Cruise Rider in a vibrant photoshoot.

These playful kicks stand out with fun color blocking and a stacked sole. The latest edition gives a bold look in a display of pink, yellow and green. Paired with a matching jacket and biker shorts, Winnie shows off the perfect summer ready look.

"I love bright and bold looks so it's perfect for me and brightens up my looks on my days off," says Winnie.

The **Cruise Rider** is a women's specific style made for those who are making big moves. This kick is a step above the rest with fun color blocking, a dynamic material mix, and a stacked outsole. The silhouette features a slightly higher midsole with sculpting details, a TPU piece in the back, and Rider foam for the ultimate comfort.

The **Cruise Rider** is part of PUMA's She Moves Us platform, which uses its top female brand ambassadors to celebrate the women who have moved culture and sports forward and to inspire other women around the world. To learn more, click [here](#).

Be bold and grab the latest **Cruise Rider** when it drops on PUMA.com, PUMA stores and select retailers on July 7th 2021

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PUMA

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