

PRESS RELEASE



SUPERWOMEN OF THE CIRCUS: PUMA AND CHARLOTTE OLYMPIA DEBUT SECOND COLLECTION

Herzogenaurach, Germany; December 2nd, 2020 – Sports company PUMA and British luxury shoes and accessories brand, Charlotte Olympia, have come together again for a collection of footwear, apparel and accessories inspired by the superwomen of the circus.

The second collaboration from PUMA and Charlotte Olympia honors the strong, beautiful and different representations of femininity of superwomen of the circus, with a spotlight on acrobats. A hula hoop performance by 'The Amazing Amazi' showcases the collection for the campaign video, unifying the pieces and inspiration as one. Charlotte Olympia's signature whimsy and playfulness lend themselves perfectly to the theme, creating a fun and inspiring **PUMA x Charlotte Olympia** collection. The pieces include a mix of streetwear and sporty, tight-fitted silhouettes with circus-inspired finishings. Beautiful details like embroidery, ruffles, and unique cut lines add a feminine touch to the dark silhouettes in black and burgundy.

"With the second capsule collection, Charlotte Olympia and PUMA have shown again how to create super feminine and playful products," said Heiko Desens PUMA's Global Director of Design and Innovation. "Cool references to athletes from circus nostalgia give a refreshing 'tongue-in-cheek' feeling. I enjoy the way she creates a modern and young women's style."

The footwear features a mix of natural, soft materials with high shine meshes and metallics, brogue detailing, and ruffles on PUMA icons like the Pulsar, Cali Wedge, Mile Rider and Rise. The **PUMA X Charlotte Olympia Rise** comes in an all-black upper with playful details like satin ribbon laces, delicate ruffles on the lateral, leather overlays, and gold piping on the quarter.

Perhaps the most eye-catching piece in the collection, the **PUMA x Charlotte Olympia Jumpsuit**, features a co-branded elastic waistband and twisted front construction. This jumpsuit is made for any occasion with its v-neck, tight fit, and all-black construction.

Another standout piece in the collection, the **PUMA x Charlotte Olympia Reversible Bomber Jacket**, is a glam-retro bomber jacket which has two options of being worn. One side is burgundy with the PUMA Cat logo in a graphic all-over print, while the other side is all-black with spider web quilting and "Charlotte Olympia" emblazoned across the back.

Another interchangeable piece in the collection, the **PUMA x Charlotte Olympia Headband**, is a knitted headband with gold threading. The piece can be worn two different ways: one side with turban knot detail to create a feminine retro look and the other with a woven label with the co-branded logo for a cleaner, sporty look. In a trend-relevant bucket silhouette, the **PUMA x Charlotte Olympia Bucket Bag** includes iconic Charlotte Olympia feline 'Kitty' embroidery and a quirky ear detail on the front pocket. The bag comes with a fully detachable and adjustable webbing shoulder strap and a short carry handle, also in webbing. A drawcord opening into the main compartment and zip pocket on the front makes for easy storage solutions.

London-based footwear and accessories designer **Charlotte Olympia Dellal** founded her eponymous brand in 2008. Her luxurious and whimsical designs are known for their meticulous attention to detail, arresting use of color and feminine silhouettes.

Get ready to pounce and perform when the **PUMA x Charlotte Olympia** collection premieres on PUMA.com, in PUMA stores and selected retailers starting December 4th, 2020.

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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 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. For more information, please visit <http://www.puma.com>

Charlotte Olympia

Charlotte Olympia Dellal launched her eponymous luxury shoes and accessories line in 2008. Her playful and feminine creations combine British humour with Old Hollywood bombshell aesthetic. Charlotte Olympia has become renowned for its unique styles that have elevated many of its instantly recognisable designs to cult status. Each piece is handcrafted in Italy and is finished with the brand's gold spiderweb logo. For more information, please visit www.charlotteolympia.com