



PRESS RELEASE

PUMA reveals SHAPELUXE: A collection that celebrates the inspiring women of the PUMA fam

- **PUMA is celebrating the women who make up the core of the brand, telling stories of inspiring employees and the wider PUMA fam.**
- **These women defy expectations, control their own narratives, and reject the “one-size-fits-all” approach to fitness.**
- **The SHAPELUXE training collection features innovative, high performance pieces that seamlessly move with you using LYCRA® ADAPTIV materials.**
- **The collection launches globally on Friday 1 March, 2024.**

Herzogenaurach, Tuesday 27 February, 2024

PUMA is celebrating women who defy expectations and control their own narratives with the launch of a new training collection, SHAPELUXE.

SHAPELUXE is designed to move with you for unrestricted movement, no matter your physical ability, body shape or identity, and is made for women who reject the “one-size-fits-all” narrative, encouraging you to be your authentic self.

The form-fitting pieces are built for a second-skin feel, using PUMA’s innovative LYCRA® ADAPTIV materials to seamlessly support your body. The new LYCRA® ADAPTIV fiber is engineered to deliver sculpting and support whilst being stretchy, breathable and comfortable.

To bring the collection to life this International Women’s Day, PUMA will share the inspiring story of its own employees and the wider PUMA fam from across the globe, each sharing how they found confidence through the power of movement.

To find out more about their stories, follow [@pumatraining](#) on Instagram.

The PUMA SHAPELUXE training collection includes:

- Move SHAPELUXE Bra [available in four colourways: PUMA Black, Lime Pow, Gamet Rose and Teak]: low support bra with engineered support
- SHAPELUXE Seamless Tight [available in four colourways: PUMA Black, Lime Pow, Gamet Rose and Teak]: high waist fit, full length with engineered support
- 4Keeps SHAPELUXE Bra [available in four colourways: PUMA Black, Lime Pow, Gamet Rose and Teak]: medium support, thin racerback silo with a seamless waistband
- SHAPELUXE Seamless Short Tight [available in four colourways: PUMA Black, Lime Pow, Gamet Rose and Teak]: 6" inseam with high waist fit and engineered sculpting

For more information, please visit:

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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 75 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 20,000 people worldwide, and is headquartered in Herzogenaurach/Germany.