



PRESS RELEASE

PUMA® Teams up with Solange Footwear Collection and Marketing Content Under her Creative Eye

Westford, MA, (November 15, 2013) – Sport brand [PUMA®](#) announces a special relationship with singer, songwriter, record producer, model, and influencer **Solange** who will act as a creative consultant for the brand. As part of this relationship Solange lends her creative talents to PUMA's Women's Lifestyle category. She is the artistic creative consultant for a footwear collection, and has art directed and styled marketing content for the brand. This relationship will continue throughout 2014 and beyond.

In her role with the brand, Solange is the artistic director for the ***Girls of Blaze Disc Collection*** which features four unique versions of the iconic PUMA footwear style the Disc Blaze made for the first time for women. This collection will be released by PUMA in February 2014. The *Girls of Blaze Disc Collection* was inspired by the sights and sounds of Brasil. With all eyes on Brasil in 2014 for the world's largest soccer event, Solange celebrates the nation's spirit with this collection. She enlisted four up-and-coming designers to put their own creative spin on PUMA's Disc Blaze style. **Gerlan Marcel** of [GERLAN JEANS](#); visual artist, musician, and photographer [Hisham Baroocha](#); and Darlene and Lizzy Okpo, design team for the women's wear collection [William Okpo](#), have each created their own colorful interpretation of the PUMA Disc.

"Working with PUMA has allowed me to express my love for not only design but the conception of creative ideas, and the execution of them by curating amazingly talented teams," said Solange. "I've had so much fun producing special content, events, and working alongside the PUMA team with some of my favorite emerging artists, photographers and graphic designers to create activations that really celebrate both mine and PUMA's approach and philosophies."

The style that was chosen for the *Girls of Blaze Disc Collection* was selected by Solange as it is one of her favorite heritage running styles. The PUMA Disc Blaze was first introduced in 1992 as the world's first laceless running shoe, just turn the Disc's dial and the internal wires tighten the upper to maximize fit and comfort. In the 90's, the Disc proved to be head-turning *and* record breaking on the track. Today, the Disc is back and making an impact on the lifestyle side with clean lines, and street style. This season marks the first time it is available for women.

"PUMA couldn't be happier to work with someone as talented as Solange," said Tara McRae, Vice President of Strategic Planning and Brand Management for PUMA North America. "Her

signature fashion sense along with her keen eye for design is unmatched. We are thrilled to bring her vision to life with this collection.”

In addition to this product collaboration, Solange recently curated and art directed digital content for PUMA with WhoWhatWear.com, where she hand selected four up-and-coming “It Girls” of various industries to be featured highlighting styles from PUMA’s Women’s lifestyle collections. In addition Solange has put her creative talents to work on additional PUMA Women's lifestyle media and marketing focused initiatives, lending her creative eye and fashion sense to the category. These programs will be released in the coming months

To learn more about PUMA’s offerings visit www.puma.com, you can also get brand updates at facebook.com/puma or follow the brand via Twitter, Instagram and Vine at [@puma](https://twitter.com/puma). Follow Solange at [@solangeknowles](https://twitter.com/solangeknowles) on Twitter or [@saintrecords](https://twitter.com/saintrecords) on Twitter or Instagram.

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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 over 65 years, PUMA has established a history of making fast product designs for the fastest athletes on the planet. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running, Training and Fitness, Golf, and Motorsports. It engages in exciting collaborations with renowned design brands such as Alexander McQueen and Mihara Yasuhiro to bring innovative and fast designs to the sports world. The PUMA Group owns the brands PUMA, Cobra Golf, Tretorn, Dobotex and Brandon. The company distributes its products in more than 120 countries, employs more than 10,000 people worldwide, and is headquartered in Herzogenaurach/Germany. For more information, please visit <http://www.puma.com>