



## PRESS RELEASE

# PUMA® TEAMS UP WITH SOLANGE AND LAUNCHES THE 'GIRLS OF BLAZE DISC' COLLECTION

### *Exclusive PUMA Disc Styles Designed for Women Under Her Creative Eye*

**Westford, MA, (February 7<sup>th</sup>, 2014)** – Sport brand [PUMA®](#) announced late last year a special relationship with singer, songwriter, record producer, model, and influencer **Solange** who will act as a creative consultant for the brand and lend her creative talents to PUMA's Women's Lifestyle category. This February marks the launch of the ***Girls of Blaze Disc Collection***, which sees Solange as artistic creative consultant and art director for this fashionable Women's only collection, featuring four unique styles of the PUMA Disc Blaze. All visual and creative digital content in support of this release was managed, photographed and styled by Solange.

The *Girls of Blaze Disc Collection* will be exclusively released by Opening Ceremony from February 7<sup>th</sup> – February 22<sup>nd</sup>, followed by key US-based only specialists like RIME, Revolve and American Rag, as well as department stores, such as Nordstrom and Fred Segal from February 22<sup>nd</sup>, nationwide.

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](http://www.puma.com), you can also get brand updates at [facebook.com/puma](https://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.

# # #

**Global Media Contact:**

Rima Patel Diedrichs  
PUMA SE  
617.488.1058  
[Rima.Patel@puma.com](mailto:Rima.Patel@puma.com)

**PNA Media Contact:**

Katie Sheptyck  
PUMA North America, Inc.  
978.698.1295  
[Katie.sheptyck@puma.com](mailto:Katie.sheptyck@puma.com)

**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>