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FOR IMMEDIATE RELEASE

## BARBIE SPORTS THE PUMA SUEDE 50 COLLECTION

Exclusive sneaker pack with limited-edition Barbie® doll

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Sport, fashion and pop culture unite with the PUMA and Barbie® collection. As a true fashion icon for all ages, #ForAllTime, Barbie is recognized around the world, from Los Angeles to Seoul. This year, the doll has added a new collection to her closet to celebrate women in streetwear.

In celebration of the 50<sup>th</sup> anniversary of the Suede, PUMA created a special shoe, apparel and accessory collection inspired by Barbie, complete with a PUMA Barbie® doll sporting '90s inspired athleisure wear looks available today. The collection features an exclusive sneaker pack which includes the **PUMA Barbie doll**. Adding a touch of glamour to the iconic silhouette, the Suede x Barbie in Raspberry Pink and White comes in a specially designed box with Barbie rocking the sport fashion look herself.

Headlined by not one, but **two Suede sneakers in Raspberry Pink and Black versions**. The first style is an all-pink affair with a lush rosy Suede upper with matching pink soles, laces and collar lining. Featuring a pink and white Formstrip with the iconic Barbie logo patter, it wraps around the back of the shoe where a pink satin bow with the same logo pattern sets it off. The latter features an all-black suede upper sitting atop the classic, chic black textured sole, graced with a black-and-pink Barbie logo pattern on the Formstrip and finished off with a black-and-pink satin bow on the heel. Both sneakers bear the special PUMA and Barbie logo on the tongue and come in a special anniversary shoe box. A treat for all ages, the shoe comes in women's, kids and preschool sizes.

The collection extends to apparel and accessories with a black **PUMA x Barbie racerback crop top** covered in a black Barbie logo and engineered with PUMA elastic hem and mesh inserts on the straps and chest with cutouts for breathability and fit. A raspberry pink PUMA logo graces the front of the elastic band and a customized black-and-gold PUMA x Barbie logo is woven on the back.

A **PUMA x Barbie T7 hoodie** with an oversized fit is 100% fleece and 100% stunt-worthy. The T7 sleeve panels feature a black Barbie logo all over print and the panels are elongated so they can hang with satin flair or be tied into a bow. The zipper is gold, much like the metallic PUMA logo on the hood and the special black-and-gold custom woven PUMA x Barbie logo on the kangaroo pocket.

There's also the **PUMA x Barbie T7 leggings** to match with the T7 black-on-black Barbie logo all over print down the side of the leg panels, a PUMA gold foil print on the back of the left leg and a cheeky woven black-and-gold PUMA x Barbie logo on the back.

The PUMA x Barbie collection includes a **black baseball cap** with a curved brim, a PUMA x Barbie pink logo at the front and the signature black-and-pink Barbie logo satin bow at the back. The **PUMA x Barbie backpack** features a gold zipper and the black-and-pink shoulder straps are covered in a gold Barbie logo all over print. Black satin bows

adorn the straps as well as pink adjustors. The custom black-and-gold PUMA x Barbie woven label is at the front as well as a black-and-pink top handle.

Two Barbie dolls are styled in the PUMA x Barbie racerback crop top, oversized PUMA x Barbie T7 fleece hoodie and PUMA x Barbie T7 leggings with their favorite Suede x Barbie kicks.

The **PUMA x Barbie collection** is now available in leading retailers, however the Suede x Barbie sneaker pack with the PUMA Barbie doll is not available in Malaysia.

Follow @PUMASportstyle for all Suede 50 updates and check #ForAllTime to keep up with the conversation.

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## **PUMA**

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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 and Training, Golf, and Motorsports. It engages in exciting collaborations with renowned design brands to bring innovative and fast designs to the sports world. The PUMA Group owns the brands PUMA, Cobra Golf and Dobotex. The company distributes its products in more than 120 countries, employs more than 11,000 people worldwide, and is headquartered in Herzogenaurach/Germany. For more information, please visit <http://www.puma.com>

## **ABOUT MATTEL**

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Mattel is a leading global children's entertainment company that specializes in design and production of quality toys and consumer products. We create innovative products and experiences that inspire, entertain and develop children through play. We engage consumers through our portfolio of iconic franchises,

including Barbie®, Hot Wheels®, American Girl®, Fisher-Price®, Thomas & Friends® and MEGA®, as well as other popular brands that we own or license in partnership with global entertainment companies. Our offerings include film and television content, gaming, music and live events. We operate in 40 locations and sell products in more than 150 countries in collaboration with the world's leading retail and technology companies. Since its founding in 1945, Mattel is proud to be a trusted partner in exploring the wonder of childhood and empowering kids to reach their full potential. Visit us online at [www.mattel.com](http://www.mattel.com).