

Dua Lipa is Puma's new brand ambassador

Puma has announced that it has signed pop superstar Dua Lipa as its newest face of the company's women's business. She will collaborate with the sports brand to help inspire women across the globe by being featured in Puma's global campaigns and important inclusive initiatives close to her heart.

Dua Lipa has been an advocate for raising awareness around women's issues and gender equality, therefore in 2021, she will be the face of Puma's "She Moves Us" campaign that focuses on inspiring women who move together to achieve and connect through sport and culture.

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