

Selena Gomez partners with Puma

Singer, actress and producer Selena Gomez has signed a long-term partnership with global sports brand Puma to work with the brand to design product and create marketing campaigns. She will first appear in the brand's newest campaign for the Phenom, an upcoming women's footwear drop.



“Being part of the Puma family is very exciting for me,” said Gomez. “It has changed the game when it comes to the mash-up of athletic wear and fashion. It is amazing to see this influence on style and culture and I am excited to be a part of it. I am hoping that we can create something special together. We already have some cool projects in the works.”

Puma believes Gomez to be a great match for the brand, not only because she fits with the brand values but also because of "her powerful influence over young women, her integrity, hustle and drive to succeed". Her work with the brand will be more than appearing in a campaign, she will be an active voice for the brand's consumers. In addition, this partnership includes Puma and Selena working with and supporting causes close to her heart.

Enhancing women's business

The brand's women's business has been reinvigorated in recent years and they are expecting continued growth in this area.

"Selena is authentic, creative, talented and fearlessly real. She is everything that today's female consumer is looking for in a role model," said Adam Petrick, global director for brand and marketing for Puma. "Recently, she has demonstrated just how strong she is. With her honesty and openness about living with Lupus, she has provided an example of confidence, poise and determination for all of us. She is a perfect partner for the brand because she is not afraid of the challenges our world can offer; she fights and perseveres, which is exactly what Puma is all about. She will not only represent our brand, but she will help to define and enhance our women's business."

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