Puma reveals its second collaboration with singer Dua Lipa

By Chenu Alexis  ·  July 18, 2022

Three months after the revelation of the first part of the collaboration entitled "Flutur" between singer Dua Lipa and the German brand Puma, the two are returning to the forefront with the second part, "Flutur Drop 2".

Presented exclusively in London last Saturday, at the heart of a dinner and underground dance party at Modern European restaurant Bistrotheque, in East London, the collection, which will be on sale this Tuesday, is an ode to rave.

A colorful collection, which includes more than 30 items such as the T7 flared tracksuit imagined by the singer in collaboration with Billy Walsh, long-time collaborator of Puma, designer and self-composer. The color palette ranges from black to pink to purple.

Other pieces complete the silhouette, including bra-and-shorts or bra-and-mini-skirt sets in black, orange and purple, crop tops and plain and striped tennis dresses. Flutur Drop 2 also features a new version of the Cell Dom King sneaker and three variations of the Mayze model including the Mayze, the Mayze boot and the Mayze Mettalic.
To further personalize this collection, the singer has chosen to affix a butterfly logo on all pieces proposed on zippers or embroidered logo on some pieces. A choice inspired by rare vintage flyers and that according to the singer "symbolizes the transition and the new beginning", a recurring theme in the work of the artist who admits being "in a period of creative transition.

"The butterfly shows all its meaning. It's becoming more and more important in my life. I feel like everything has evolved that way," explained Dua Lipa about her choice of logo. For the launch, artist Dua Lipa sports a brand new pink-tinted hairstyle matching the color palette of the collection.

In addition to her collaboration with Puma, the artist had previously collaborated with the brand Pepe Jeans, and was chosen as an ambassador of the brand in 2019. The same year, she became the new face of Yves Saint Laurent beauty. And, prior to that, she had been named co-creator of the brand Nyden, in 2018, launched by the H&M group.