

New African inspired fragrance from Puma

Puma launched its new fragrances, Animagical Man and Animagical Woman at Eastgate Shopping Centre on Sunday 13 June 2010 with a performance featuring a professional beat boxer with his tribute to Bafana Bafana, break-dancers as well as 150 choreographed dancers. Adding to the celebrations was a performance by award winning South African group Freshly Ground.



The new fragrances take inspiration from Africa and capture its spirit and authenticity with the animal-inspired prints and vivid colours of the packaging, part of a larger Africa-themed campaign the company is embarking on this year, to celebrate a decade of close partnership with African sports.

Its new global ambassador for this fragrance is Usain Bolt, the fastest man on earth, who embodies the energy, instincts and colourful life of Africa and its people and is the perfect fit for the new upbeat, modern scent.

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