

PUMA South Africa enters the Metaverse with A.I Influencer Kim Zulu



Pretoria, Gauteng Feb 24, 2022 ([Issuewire.com](https://www.issuewire.com)) - Following in the steps of Lil Miquela and Imma Gram, Kim Zulu has just partnered up with global brand PUMA South Africa, for a new fashion campaign titled "Kosmo Rider". This collaboration of a virtual influencer and global brand such as PUMA is a first for the African continent. Born in South Africa as a virtual human, Kim Zulu is a mix of both reality and a virtual being. She is 21 years of age, a fashion-forward thinker and now can officially say she is a "Puma" girl. PUMA South Africa is Kim's very first major clothing brand collaboration. Puma has become a leading streetwear brand in Southern Africa, all thanks to the understanding of street culture. Kim Zulu hopes to one day become more internationally recognized as an influencer in the Metaverse!"

"I absolutely love the Puma brand, it has always been such an amazing brand for me to collaborate with. They are completely in touch with understanding street-culture fashion and they are forward thinking. With ambassadors like Winnie Harlow and Nomzamo Mbatha, I really hope to make my mark as well, and continue on this journey with them."

Kim was Created in 2019, Kim Zulu is the brainchild of Web 3.0 Virtual Influencer Manager Lebo Kambule and founder of The Avatar Company. Kim Zulu launched her Instagram page during South Africa's very first COVID-19 lockdown. This quickly escalated her career into becoming a recognized African social media influencer with various brands wanting to work with her. To date, Kim has been featured in international magazines Vogue Business, Forbes USA, Harper's Bazaar, Elle China, and blogs such as VirtualHumans.org just to mention a few. She's also starred in an international

short film titled "The Dream That Refused Me".

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