

# PUMA





# RAVISHING

Good design is making something intelligible and memorable. Great design is making something memorable and meaningful.

**Design 01**





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TEXTILE DEAL

# ENTICING

*Trends in fashion,  
design and pop cul-  
ture are taking on  
more global influence,  
and of course, one  
thing that's always in  
style is color.*

**Design 02**







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TEXTILE DEAL

# DAZZLING

*Fashion is what you're offered four times a year by designers. And style is what you choose. The difference between style and fashion is quality.*

**Design 03**



# ANGELIC

*If I can have any  
impact, I want women  
to feel good about  
themselves and have  
fun with fashion...*  
**Design 04**



TEXTILE DEAL





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TEXTILE DEAL

# MESMERIC

*What you wear is how  
you present yourself to  
the world, especially  
today, when human  
contacts are so quick.  
Fashion is instant lan-  
guage.*

**Design 05**





# PRESENT

Beverages have to be created. And they're created by looking at what trend is in, say, the fashion industry - what color's hot right now.

**Design 06**



TEXTILE DEAL



Kava™  
A DIVISION OF CALVIN KLEIN

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# FETCHING

*Style is when they're  
running you out of  
town and you make it  
look like you're lead-  
ing the parade.*

**Design 07**



TEXTILE DEAL



  
**Kava**  
A DIVISION OF THE KAVA GROUP

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TEXTILE DEAL

# INSTINCT

*Don't be into trends.  
Don't make fashion  
own you, but you  
decide what you are.  
What you want to ex-  
press by the way you  
dress and the way to  
live.*

**Design 08**



PUMIA



# PUMA

FASHION IS VERY TOUGH, AND WE SHOULDN'T FORGET  
THAT BEFORE DESIGNERS WERE MONEY-MAKERS, THEY  
WERE ARTISTS.