

PUMA





Kaka™
A DIVISION OF PUMA

PUMA

RAVISHING

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

Design 01



TEXTILE DEAL



PUMA

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



TEXTILE DEAL



PUMA

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



PUMA

TEXTILE DEAL



PUMIA

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 language.

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



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





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



Kava
A COLLECTION OF WOMEN'S WEAR



PUMA

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

TEXTILE DEAL