

URBAN MOBILITY | Creative Direction by Hussein Chalayan

In Spring/Summer 2010 PUMA introduces the Urban Mobility Collection with creative direction by Hussein Chalayan.

The collection explores the notion of 'Mobile Life' in modern cities, bridging fashion and performance by designing products that offer true solutions to stylish travel through the urban environment.

Hussein Chalayan's clean and sophisticated design aesthetic perfectly compliments the Urban Mobility theme of form and function which are fused throughout the footwear, apparel and accessories collection.

'Urban Mobility is a carefully studied hybrid collection between style and high-tech function encompassing all our needs in an urban environment. This collection is a considered balance between PUMA's technical excellence and my narrative approach to design'
Hussein Chalayan

SPRING/SUMMER 2010: Key Apparel Styles


Exclusive Photo Print Tee
 553990_02
Utility Pants
 554006_01



Cardigan
 554018_01
Utility Pants Shine
 554520_01
Urban Motus Wn's Hi
 349347_01



Exclusive Jacket – Oil Print
 555135_01
Utility Pants
 554006_01
Urban Flyer Mn's
 350636_01



Graphic Tee
 554014_02



Graphic Knit
 554731_01
Utility Pants
 554006_01



Outerwear Jacket
 554033_01
Urban Motus Wn's
 349349_02

SPRING/SUMMER 2010

Key Footwear Styles



Urban Motus Mn's
349346_02



Urban Flyer Fold Mn's
349850_01



Urban Flyer Mn's
350636_01



Urban Motus Wn's
349349_02



Urban Motus Wn's Hi
349347_01

Key Accessories Styles



Wrap-up Handbag
067536_01



Wrap-up Tote
067535_01



About Wide Courier
067513_01