

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



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

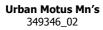
SPRING/SUMMER 2010: Key Apparel Styles



SPRING/SUMMER 2010

Key Footwear Styles







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