

ALEXANDER
MCQUEEN



Ghost

Directed by Saam Farahmand
Creative Direction by Alexander McQueen

To celebrate the launch of their first sport-fashion apparel collection, Alexander McQueen and PUMA have created the brand movie *Ghost* featuring the Autumn/Winter 2009 collection. Under the direction of worldwide renowned director Saam Farahmand and with the creative direction of Alexander McQueen, the short movie features two models engaging in a powerful and breathtaking dual. Slow-to-fast motion effects and the visual reverberation of the images perfectly interpret the sport-fashion vision of Alexander McQueen PUMA. The film's title refers to the fading and reverberation technique used throughout the picture – a key feature of the Alexander McQueen PUMA visual identity. The film is produced by international video production agency Partizan.

"McQueen has inspired me and many of my friends. I hope the film can inspire also."

- Saam Farahmand

Critically acclaimed director, Saam Farahmand has been named the 6th most important person "driving music forward today," by Creative Review and NME. After studying art at Goldsmiths, he showed his work at various exhibitions, created a live A/V show, experimented with stage visuals for bands such as The Rapture and Clor, and made countless shorts for MTV. Since signing to the video production agency Partizan, Saam has been busy making video for the likes of the Klaxons, Janet Jackson, Simian Mobile Disco, Hercules and Love Affair, and Lightspeed Champion. His work has been featured in Arena, The Observer, Dazed & Confused, and I-D amongst many others. He has been awarded the Best Director prize at the 2007 CAD Music Awards and was recently voted one of Time Out's 'London Heroes' in 2008.

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PUMA is one of the world's leading sportlifestyle companies that designs and develops footwear, apparel and accessories. It is committed to working in ways that contribute to the world by supporting Peace, Creativity, and SAFE Sustainability, and by staying true to the values of being Fair, Honest, Positive and Creative in decisions made and actions taken. PUMA starts in Sport and ends in Fashion. Its Sport Performance and Lifestyle labels include categories such as Football, Running, Motorsports, Golf and Sailing. The Black label features collaborations with renowned designers such as Alexander McQueen, Yasuhiro Mihara and Sergio Rossi. The PUMA Group owns the brands PUMA, Tretorn and Hussein Chalayan. The company, which was founded in 1948, distributes its products in more than 120 countries, employs more than 9,000 people worldwide and has headquarters in Herzogenaurach/Germany, Boston, London and Hong Kong. For more information, please visit www.puma.com