



FOR IMMEDIATE RELEASE

Rudolf Dassler by PUMA Spring/Summer 2010 Apparel

For Spring/Summer 2010, Rudolf Dassler by PUMA continues the ERA Modernism with unexpected combinations

Rooted in heritage sport and the revolutionary spirit, Rudolf Dassler by PUMA is a modern collection that personifies the collision of sport and fashion with the combination of vintage silhouettes and contemporary street style. Staying true to its origins, the Rudolf Dassler Spring/Summer 2010 collection carries on with strong architectural connotations and Bauhaus-inspired graphics.

The Spring/Summer 2010 collections are expressed through overlapping time; the past being preserved and then re-contextualized in a contemporary style. Straps and bindings highlight the style and support the theme. Materials and unique finishing techniques emphasize the authenticity of the Rudolf Dassler heritage line. Particular attention is paid to subtle branding elements like tonal printing and leather embossed logos on Footwear.



Directional Men's style, the **Arbeiter Strap** comprises a faded canvas hi-top upper with soft canvas binding detail. The upper is then enclosed by gloss-coated sued quarter panel, secured with strap closures and monochromatic printed bindings. The contrast color textured foxing wraps over the toe.

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The new unisex package, the **Arbeiter** outsole is a vulcanised "look" tooling that creates unlimited opportunities for material and color exploration. For SS10, upper range from collegiate-inspired embroidered logo uppers to barely-there open mesh styles for summer.

The unisex **Segelschuh** is a versatile style that utilizes a low profile outside with authentic heavy stitch detail through the midsole. Gently combined with the **Nylon Jacket** in raven black, a Dassler T-Shirt and the retro **Chino** pants.



With an increased focus on Women's product this season, the Women's collection includes new tooling and Women's only exclusive uppers. This emphasis is also illustrated across unisex styles with muted colors and low profile, highly wearable silhouettes.



Rhythm: The classic women's staple is given a street style twist by utilizing sports inspired pop colors and webbing tape. In soft premium goat skin leather, the top-line of the shoe is elasticized making the shoes collapsible and compact for carrying and travel.

The light shoe **Rhythm** goes well with the women's **Jumpsuit** and nicely combined with the **Dassler Shopper** with shiny trims highlights. Multiple pockets ensure that these styles aren't only fashion-forward, but do also work for all different occasions of use from the office to the gym and beyond.



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PUMA

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