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**Alexander McQueen PUMA Previews
Spring/Summer 2010 at Milan Fashion Week**

Martial Arts Inspired Sport-Fashion

MILAN, 23rd June 2009 - Alexander McQueen PUMA introduce their new sport-fashion collection of men's and women's apparel and footwear for Spring/Summer 2010 with a presentation during Milan Mens Fashion Week.

Founded on the union of tradition and technology, the new Alexander McQueen PUMA collection juxtaposes influences from fashion with the form and function of sport delivering a visually contemporary line that is conceptually sophisticated and intricately crafted.

The metaphoric concept of 'Power' is the DNA of the Alexander McQueen PUMA collection and the seasonal theme for Spring/Summer 2010 is 'Body Power' specifically referenced through Martial Arts.

This Oriental sporting theme is reflected throughout the Spring/Summer 2010 collection, from 80s inspired geometry and asymmetric kimono influenced styling in apparel, to strapping overlays and dense stitching details in footwear. Juxtaposed materials include performance-inspired mesh with luxurious calfskin. The 'Power' theme continues in the colour palette with strong accents of primary red, blue and yellow set against a black and white base.

Simultaneously with the collection launch, the event will showcase for the first time the new Alexander McQueen PUMA iconic image, photographed by world renowned photographer Nick Knight with Creative Direction from Alexander McQueen. The image captures the brand essence of Alexander McQueen PUMA.

Additionally, a new collaboration between SHOWstudio.com and Alexander McQueen PUMA will be launched. The new project encourages emerging artists to create short films inspired by the new Alexander McQueen PUMA iconic image.

During the week, the first Alexander McQueen PUMA Autumn/Winter 2009 apparel collection will be exclusively previewed with a special in-store art installation at the Gio Moretti store in Milan.

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The sporty two-tone **Baseball Jacket** is a classic bomber jacket with a twist featuring a performance-inspired mesh interior with a delicate taffeta exterior. The contrasting color-block **Wide Leg Pants** are a fashionable evolution from traditional martial arts uniforms.



The sophisticated design detail of the **Double Collar Track** is complimented by the luxurious feel of its double faced knit material. The straight leg fine combed cotton **Stripe Track Pants** feature vertical defining stripes along the sides of the legs.

With its belted detail the **Balloon Dress** jumpsuit plays on the oriental feel of the kimono silhouette. Made in extra fine cotton this color blocked asymmetrical style juxtaposes a streamlined top with voluminous bottoms.



The beautifully feminine **7cm Leather Jacket** is made from 100% lambs leather. The statement judo belt can be knotted at the waist or removed for sportier silhouette. The combed cotton **Jump Suit** is highlighted by asymmetric stitching giving a graphic element to this fashionable style.



The classic basket ball silhouette has been revamped in the **AMQ Technical K.O. Luxe**. Glossy TPU sidewall inserts and an optical rendering of McQueen's foot in the underside of the sole compliment a molded Italian leather cage-like exterior which cradles the foot. The style is available in Italian leather and technical mesh combinations of black and antique white.

A sibling of the Technical K.O. Luxe, the **AMQ Technical K.O. Low** is a casual alternative with its stretch sock design inspired by heritage sports shoes. A sporty mesh formstrip and vibrant highlight sole colours of Vapour Blue and Primrose Yellow complete this style.



The women's **AMQ Elevate** is the perfect sport-fashion hybrid. Inspired by the seasonal sport of Martial Arts, dense stitching and strapping overlays recall a fighter's hand wraps. The elevated heel, ankle cut outs and two-tone laces give a de-constructed summer feel to this unique silhouette.

The **AMQ Cutman Satin Mid** is a feminine interpretation of traditional boxing boots. Intricate stitch lines decorate the entire upper and edges are finished with a fine leather piping on this delicate style. This Satin style is available in chic Black and playful Primrose Yellow with degrade color effect.



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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