



## **PUMA x HYPEBEAST DIM SUM RELEASE**

### **Jon Tang, PUMA Lifestyle Footwear Designer II**

Jon Tang embarked his PUMA career in 2006, and currently holds the position as PUMA's Lifestyle Footwear Designer II. His primary sub-category focus within the Lifestyle business is 'Progressive,' where Tang takes PUMA heritage styles and updates them through innovation, design, and technology and crafting them for today's consumer.

Alongside Hypebeast, Tang helped brainstorm the creative process and concept for the Dim Sum pack. Staying true to Hypebeast's intent and vision, Tang brought the product story to life and pieced together every detail of the story. Both styles within the Dim Sum pack is made with reason and each part of the shoe represents and connects to the concept. One detail Tang pushed for was the 'skin' execution and camouflage update. Essential to the make up of the dumpling inspiration, Tang endured numerous developmental trials, until the correct material and execution was found. For Tang, the fusion of the expected and unexpected is the most exciting within the design process.

With 7-years of Brand experience with PUMA, Tang began as an intern in the Graphic Design department with PUMA North America's Marketing team before becoming a full-time employee. A year later, Tang moved over to the Global Product team as a Footwear Designer. To date, Tang has had the pleasure to take part in some media interviews on behalf of PUMA, including Hypebeast and influential fashion blogs to elaborate on the design thought process and on key product launches.