



## PRESS RELEASE

# PUMA INTRODUCES THE FIRST OF THE BRAND'S LIFESTYLE COLLECTION DIRECTORS, SOPHIA CHANG THIS AUTUMN-WINTER 2013

PUMA's Autumn-Winter 13' sport heritage products serve as a source of inspiration to up-and-coming artists and entertainers. This season, PUMA reveals the Brand's Lifestyle Collection Directors: a collective group of influencers who connect culture, attitude, and style with ambition. Sought out from the streets of Paris, Los Angeles and New York City, PUMA's global group of Collection Directors have been assigned to enhance PUMA's seasonal key products with their creativity, vision and passion under the 'Next Starts Now' platform. The first of the Collection Directors to be introduced this month is Illustrator, Designer and self-proclaimed 'Bun' Queen, Sophia Chang.

NYC-born and bred, Chang's enthusiasm for killer product designs and POP culture was infectious for her first collaboration with PUMA. Tasked to visually reinvigorate the season's Women's Lifestyle Footwear collection, Chang and her dream team of talents, used the city streets of LA and New York as her backdrop for a photo-shoot that was remarkably colourful, spontaneous and empowering just as the collection itself.

"For me, this project was about giving women the power to own their style," states Chang. "The PUMA Women's Lifestyle footwear styles are bright and fierce, just like us women. I wanted to embrace the product designs and bring them to life within my illustrations and images."

The Women's Lifestyle Footwear collection is no exception to the 'Next Starts Now' seasonal attitude and Chang's assortment of imagery brings centre stage a collection that is animalistic and bold. Styles such as the **Women's Sky Wedge Reptile** takes design cues from PUMA's classic Sky Hi, a basketball shoe first introduced in 1992, whilst a futuristic twist to the PUMA Slipstream is mashed up with animal prints to inspire the **Future Slipstream Women's Lite**, equally celebrating PUMA's heritage.

Chang's photographic images and illustrations will be supported by [puma.com](http://puma.com) and through a series of digital activations on PUMA's social media channels, including take-overs on PUMA's Instagram and Tumblr pages from Thursday, September 12<sup>th</sup> to Wednesday, September 18<sup>th</sup>. In addition, one of Chang's illustrated designs will be hand painted onto a mural in New York City's Soho district at the corner of Lafayette Street and Jersey Street from Sunday, September 15<sup>th</sup> to Saturday, October 12<sup>th</sup>, 2013. A time-lapse video will be shared on PUMA's Instagram on Monday, September 16<sup>th</sup>.

As for what is next with Chang and her high bun...it is on the rise and there is more to stay tuned for in the season with PUMA and its' Collection Directors. The next sensation, the next trend, the next icon won't wait or hold back. Neither does Sophia Chang. Next doesn't start later. *Next Starts Now.*

PUMA's Autumn-Winter 13' Women's Footwear collection is currently in-store at PUMA Retail and is made available on [shop.puma.com](http://shop.puma.com). PUMA's next Collection Director reveal is set for October.

# # #

**Global PR Contact:**

**Rima Patel Diedrichs**

International PR Manager, Lifestyle

PUMA SE

[Rima.Patel@puma.com](mailto:Rima.Patel@puma.com)

**Local Media Contacts:**

[\(insert](#) local media contacts)

**Sophia Chang**

Site: <http://www.esymai.com>

Instagram: @esymai #bun

Tweet: @esymai

**PUMA**

---

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 Creativity, SAFE Sustainability and Peace, and by staying true to the principles 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. Sport Fashion features collaborations with renowned designer labels such as Alexander McQueen, Mihara Yasuhiro and Sergio Rossi. The PUMA Group owns the brands PUMA, Cobra Golf and Tretorn. 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 <http://www.puma.com>