

# ASOS

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For S/S '14, ASOS collaborates with leading sportswear and lifestyle brand PUMA.



Launching January 2014 this twelve-piece jersey wear collection inspired by 90's sports street-wear maintains a modern aesthetic by mixing fabrications and innovative print techniques.

Focusing on colour-blocking and print this capsule collection purposefully mismatches clashing urban graffiti with animal and check prints, softened down with the use of a feminine lace application. A colour palette of black, white and grey marl is teamed with primary red pigments and metallic highlights while exaggerated sleeves, quilting and maxi silhouettes all play with proportion. The PUMA logo is bold and experimentally stamped across sweats, tube dresses and motorcross inspired joggers using foil and high shine gloss print techniques. Hybrid styles are produced with the use of furry teddy bear material and leather sleeve detailing.



PUMA x ASOS collection launches January 2014.

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### About ASOS

ASOS is a global online fashion and beauty retailer selling over 65,000 branded and own-label products to fashion forward twenty-somethings through our website, asos.com. We offer free shipping to 237 countries and territories from our 1.1m sq ft distribution centre in the UK.

We tailor the mix of own-label, global and local brands sold through each of our eight local language websites: UK, USA, France, Germany, Spain, Italy, Australia and Russia.

ASOS attracts 21.3 million unique visitors a month, has 13.2 million registered users\* and 7.1 million active customers\*\*. We connect with our customers across a wide range of social media channels including 2.4m on Facebook, 500k on Twitter and 2m on Google+.

\*As at 31 August 2013 \*\*Defined as having shopped in the last 12 months

## **About Puma**

PUMA is one of the world's leading sport lifestyle companies that designs and develops footwear, apparel and accessories. It is committed to working in ways that contribute to the world by supporting creativity, 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 sports 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 and Mihara Yasuhiro. 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.