

ALEXANDER  
MCQUEEN



**FOR IMMEDIATE RELEASE**

**Contact:** Yves Coulter  
Puma International PR  
Yves.Coulter@puma.com

## **Alexander McQueen PUMA** *An Amalgamation of Street Style with Couture References*

**Autumn/Winter 2009** Since its conception, the Alexander McQueen PUMA collaboration has sought to push traditional boundaries of sport-fashion, testing the limits of form, function and design.

This season, the Alexander McQueen PUMA footwear collection takes a provocative and dramatic approach to 'Sport Fashion' by fusing unexpected craftsmanship, luxurious materials, and revolutionary shapes.

The new hiking trend has been introduced with an innovative twist; incorporating layered and structured designs, utilising revolutionary thermocratic materials and reflective highlights. Oily suedes, nubuk and two tone hiking laces add authenticity to all outdoor styles. The women's collection includes the famous Alexander McQueen butterfly print appliqué representing the collision of street and couture within this luxe footwear collection.

The classic hiking boot has been updated with an Alexander McQueen edge for the **AMQ Trail Mid**. Utilising thermocratic material that changes colour as the foot gets warmer this fashion-forward style available in charcoal grey and black, true red and winter white colour combinations.



A low version continuing the hiking trend is the **AMQ Trail Low** which features a 3M reflective material combined with sporty open mesh and authentic two tone laces. Featured here in fennel sSeed the style is also available in dress blues and winter white.

- more -

Introduced in Spring/Summer 2009, the **AMQ Ribcage Sport** is a sport fashion hybrid that fuses the anatomical theme of the collaboration with architecture, while drawing inspiration from the traditional running trainer. The upper is composed of engineered mesh with tendon patterns stitched through a ribcage over-lay TPU material that changes colour when exposed to UV light.



----



The **AMQ Hiking Mid Wn's** is complimented by a mixture of oily and triangle-embossed suede with sporty mesh set against a vulcanized-look rubber cupsole. The shoe also features heavy contrast stitching, two-tone laces and hiking hooks.

The stylish mid-cut **AMQ Kori Mid Wn's** with its iconic yet technical silhouette sports the original Alexander McQueen butterfly print as a glossy appliqué in two colours of Bronze Butterfly Print/Black and Black Butterfly Print/White.



###

*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](http://www.puma.com)*