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## **PUMA® Creative and Hussein Chalayan—From Fashion and Back at the Design Museum London**

***PUMA proudly associates with the retrospective 'From Fashion an Back' in support of its Creative Director Hussein Chalayan***

**London, January 21<sup>st</sup> 2009** – PUMA® aims to bring together individual artists and cultural organisations to provide them with a platform for exchange and global exposure. Partnering with the London Design Museum, PUMA continues its efforts to support creative talent.

Global designer, artist and filmmaker, Hussein Chalayan brings his use of new technology and forward-thinking design to all PUMA Sport Fashion collections. 'As the main sponsor of the exhibition, we celebrate both our close partnership with Hussein Chalayan as well as our commitment to design as integral part of the PUMA brand' says PUMA Chairman and CEO Jochen Zeitz.

Two limited edition T-shirt designs have been exclusively developed by Hussein Chalayan for the exhibition and will be available at the Design Museum shop and the PUMA Concept Store, Carnaby Street from January 19<sup>th</sup>.

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