

APPAREL SUBMISSION BRIEF

Design a futuristic and innovative unisex running track suit made for the urban runner. You can choose to draw your design on either the men's **or** women's silhouette provided on the following pages.

YOU HAVE THE OPTION OF SKETCHING BY HAND AND SCANNING YOUR WORK OR YOU MAY SKETCH DIGITALLY.

The design should highlight bold technology and progressive styling **with callouts (typed or hand written) describing** these details . Below are example technologies from Puma you may use, but we also welcome original ideas for new technologies.

You can change the fit to be loose or tighter. It's ok to revise the line art as pose stays the same. (Example: an oversized jacket design can be elongated, pants can be shortened, sleeves can be removed, etc)

Add color and color blocking (Example: collar and cuffs are different colors than body)

The design must include PUMA brand logos somewhere on the track suit (see brand logos below).

PUMA Brand Logos:



1 — Performance FS



PUMA No.1 Logo



PUMA No.2 Logo



PUMA Cat Logo



PUMA Wordmark

PUMA Apparel Technology:

DRYCELL Moisture Management

Technical fabrics wick moisture away from the skin to help keep you dry and comfortable.

WINDCELL Wind Protection

Technical material constructions are engineered to help protect against windy conditions and keep you dry and warm.

STORMCELL Extreme Weather Protection

Technical seam sealed material constructions are engineered to help protect against extreme weather conditions and keep you dry and comfortable.

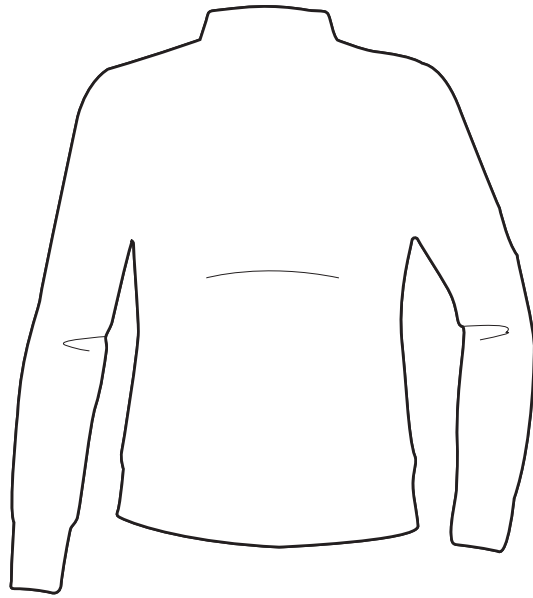
FILE REQUIREMENTS

Your submission must remain within the 8.5" by 8.5" working space (outlined in red).

JPG- 300 DPI OR HIGHER

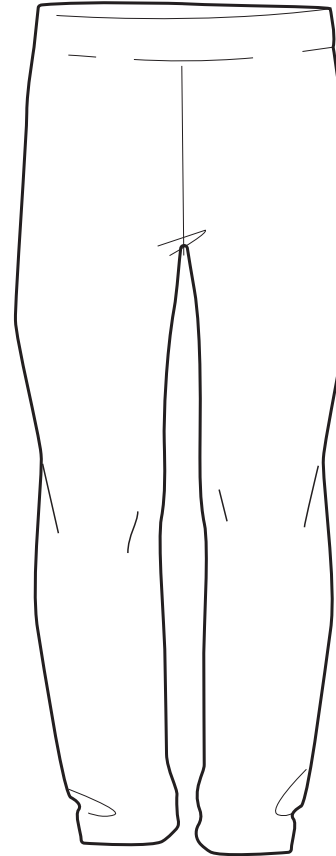
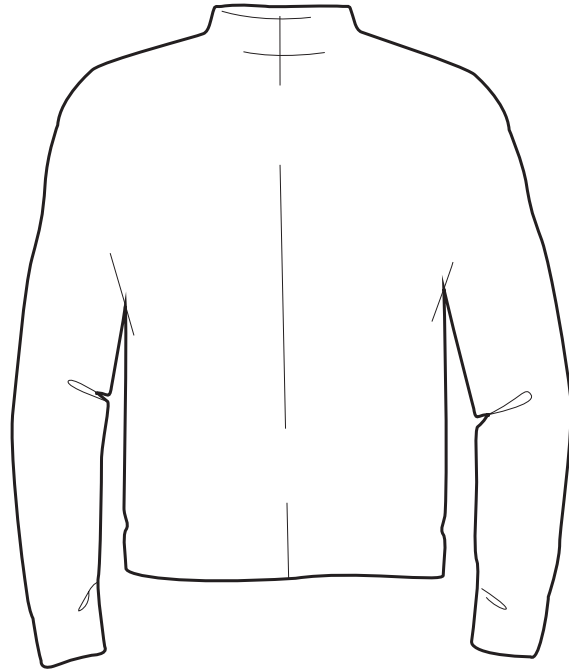
Your name, country, and title must be in the bottom left hand corner of your submission.

Save your file as LASTNAME_FIRSTNAME_APP



FRONT

NAME:
COUNTRY:
DESIGN NAME:



FRONT

NAME:
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