



PUMA DESIGN SPRINT



WHAT IS PUMA'S DESIGN SPRINT

The Design Sprint is PUMA's workshop that invites the best talent to explore, experiment and express their creativity with insight and guidance from our creative leadership to question the future of sportswear design.



PUMA DESIGN SPRINT

**HOW WOULD
YOU ENVISION
SPORTSWEAR DESIGN
IN THE FUTURE?**



VALUES

Brave/Confident/Determined/Joyful

DESIGN PRINCIPLES

- Keep it simple
- Make it powerful
- Create something relevant
- Be courageous
- Make it fast



WORKSHOP PROJECT:
CHOOSE ONE



OPTION 1:
**SPORT
PERFORMANCE**

- Football/Teamsport
- Running/Training
- Motorsport
- Golf

OPTION 2:
**SPORT
STYLE**

- Fusion Design
- How style, street & trend aspects can influence sportswear

**OPTION 1:
HOW WOULD YOU
ENVISION SPORT
PERFORMANCE
DESIGN IN THE
FUTURE?**



In your approach, please question:

What is the story behind the inspiration?
Which particular problem needs to be solved?
How does it help the athlete perform better?
What are the innovative aspects about the design?
What are performance solutions to material, pattern,
workmanship, functionality and details?

Selling your idea is as important:

Who is your consumer? Age? Sex? Interests?
How much will it cost?
What distribution channel would we use?
How should marketing/communication look like to
complete your vision?

OPTION 2:
**HOW WOULD YOU
ENVISION SPORT
STYLE DESIGN IN
THE FUTURE?**



In your approach, please question:

What is the story behind the design?
Which particular problem needs to be solved?
Which particular sport has been inspirational?
How is the fusion between sport & style executed?
What is the innovative aspect about the design?
Which trends are key influencers?
Which other fields of design/innovation/culture are inspirational? (e.g Architecture, Music, Art, Automotive.) Why?

Selling your idea is as important:

Who is your consumer? Age? Sex? Interests?
How much will it cost?
What distribution channel would we use?
How should marketing/communication look like to complete your vision?

INTERESTED IN THE DESIGN SPRINT?

- Please address the question (Option 1 or 2)
“How would you envision sportswear design in the future?” (Max 10 pages)
- Also please send your strongest/most relevant portfolio. (Max 10 pages)

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By: 3rd January 2020

FYI: The Design Sprint will take place May 10-12th 2020.

