

PUMA® and Philippe Starck Introduces Starck NAKED The Next Stage in The Starck Story of Evolution

November 2006, PUMA and Starck continue the story of evolution with the introduction of Starck NAKED Body wear for Spring Summer 2007. The story begins with Starck's theory of evolution, again we encounter the "super monkey" who first appeared in 2004 wearing the iconic PUMA Starck footwear. With his curiosity awakened the Super Monkey continues down the road of evolution and discovers a highly developed species, MAN. He sees they are not naked as he is, instead they wear this incredible body wear, fascinated by this technological advancement "super monkey" tries the body wear for himself but he is unable to figure it out and resigns himself to the fact that he simply cannot keep up with MAN and retreats in defeat back to his old ways.

World-renowned designer Philippe Starck has successfully continued and evolved his design collaboration with PUMA and has developed a highly technical yet minimalist aesthetic for the PUMA Starck NAKED collection. The collection is both functional and sexy, consisting of 15 styles of body wear for men and women and available in simple colours of pure off white and reduced charcoal. The skin-tight silhouettes of light seamless lycra fabric reveal transparent insets that show skin in an understated fashion. The sleek lines and architectural influences are unmistakably Starck and the comfort and fit is truly PUMA.

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Key pieces of the collection include the womens ***Naked dress*** and the ***mens Naked crewneck Tee and Brief***. PUMA Starck NAKED is available at PUMA Stores worldwide.



PUMA® is the global athletic brand that successfully fuses influences from sport, lifestyle and fashion. PUMA's unique industry perspective delivers the unexpected in athletic and lifestyle footwear, apparel and accessories, with technical innovation and revolutionary design. Established in Herzogenaurach, Germany in 1948, PUMA distributes products in over 80 countries. For further information please visit www.puma.com