

## Development: Design

Fashion Technology is an idea about innovation where function transcends utility and becomes the driving visual brand identity feature. It is a key component in the essence of the Puma brand.

Essential's design and engineering team worked with Puma to invent an innovative modular cushioning outsole: Puma's SpiderCell platform. This TPU A-frame-based idea uses a "matrixed cell" approach to absorb shock and return kinetic energy to the runner.

Visually distinctive and technically effective, this modular component system hit the Fashion Technology positioning required to express Puma brand vision and extend the company's leadership position.

