

Development: Design

Essential updated the highly effective Puma Duocell technology by moving away from the “mechanical” look of perfect hexagons.

By elongating the cells and having them track to an S-curve centerline, Essential's Cell Meio's Inverse Duocell design addressed performance goals while expressing a flowing/moving technology aesthetic to deliver on the Puma “sportlifestyle” positioning.

This outsole platform delineates the Cell Meio collection.

