



FURNISH

STYRA GOLDBLATT

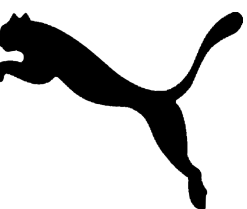
SPRING/SUMMER 2027



FOUNDED IN 1948, PUMA BEGAN AS A PERFORMANCE FOOTWEAR BRAND. TODAY, PUMA HAS EXPANDED INTO APPAREL, ACCESSORIES, AND FULL LIFESTYLE COLLECTIONS WHILE KEEPING SHOES AT ITS CORE. THE BRAND IS CELEBRATED FOR ACCESSIBLE PERFORMANCE, ARCHIVE-INSPIRED SILHOUETTES, STREETWEAR COLLABORATIONS, AND A GROWING FOCUS ON WOMENSWEAR. PUMA BRIDGES SPORT, FASHION, AND CULTURE, BLENDING TECHNICAL INNOVATION WITH CONTEMPORARY STYLE.



About





Target Consumer

AGE: 24

GENDER: FEMALE

LOCATION: BROOKLYN, NY

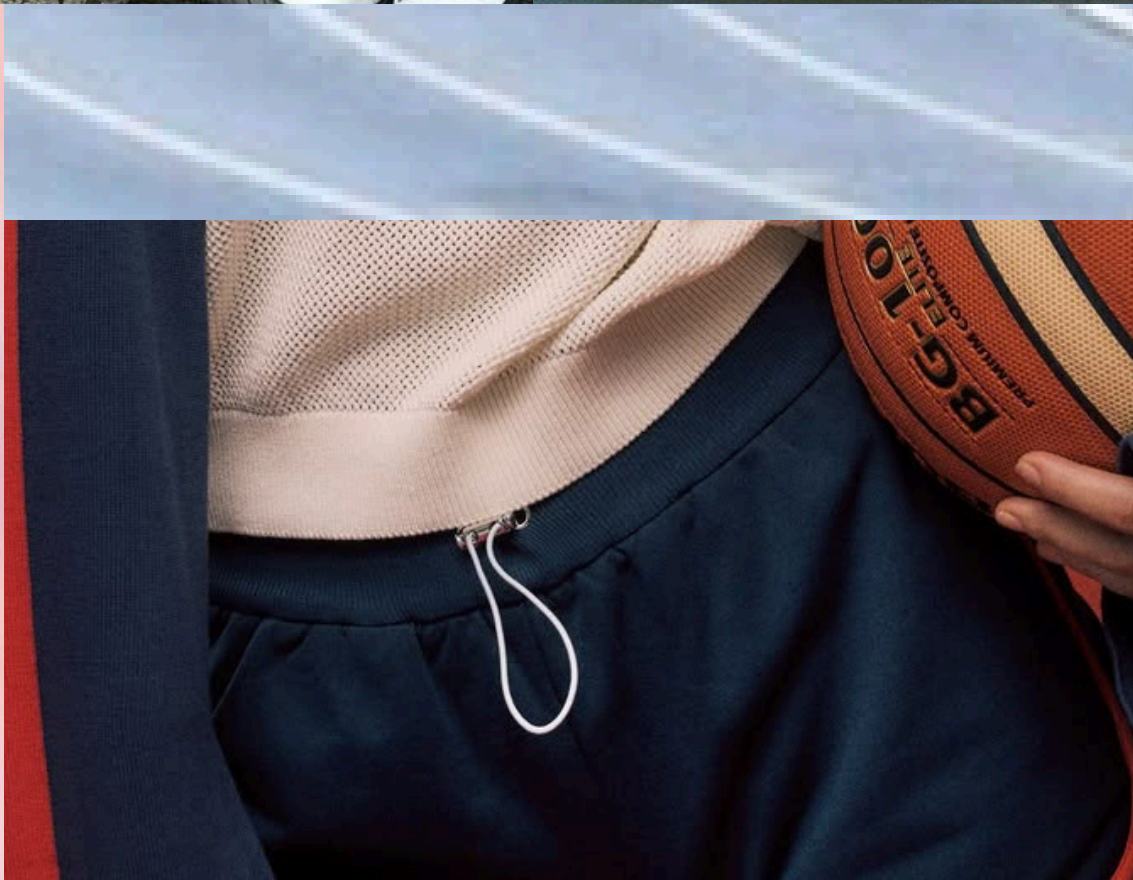
INCOME: MID-LEVEL INCOME (~\$75,000 USD)

OCCUPATION: JUNIOR ART DIRECTOR AT A CREATIVE AGENCY

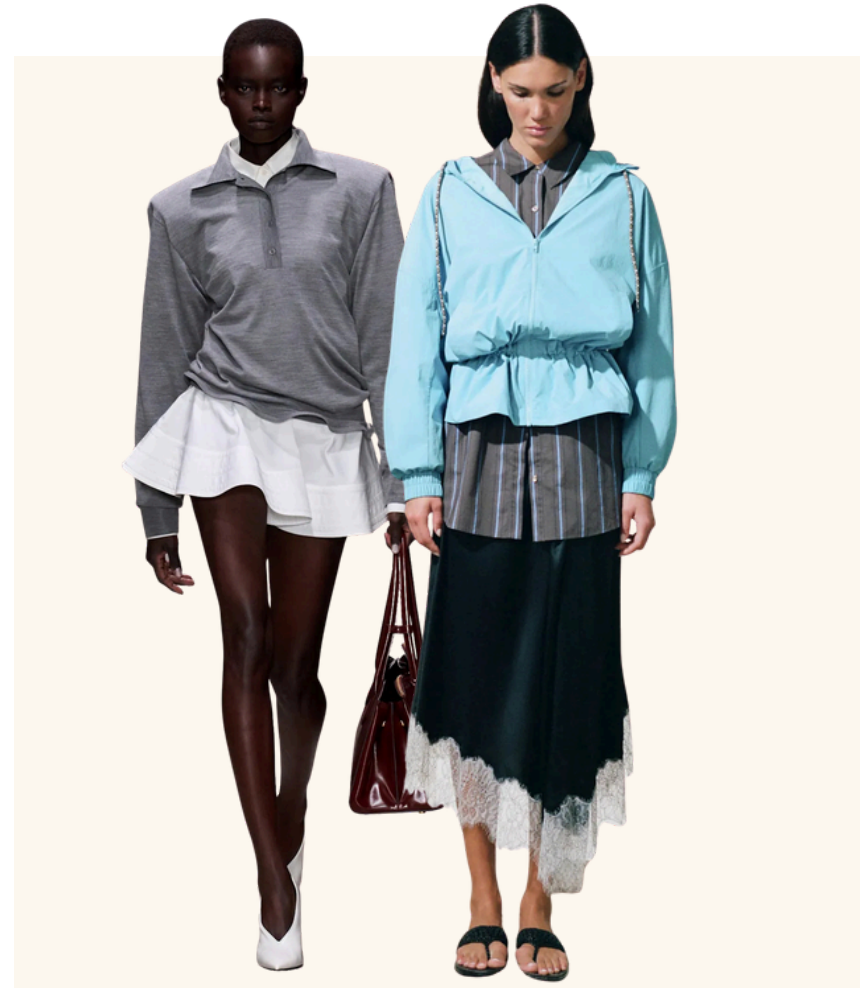
HOBBIES: PILATES, YOGA, COFFEE DATES, VINTAGE SHOPPING, CITY EXPLORATION, FOLLOWING FASHION TRENDS ON INSTAGRAM AND TIKTOK

VALUES: FITNESS, WELLNESS, CREATIVITY, COMMUNITY, VERSATILE STYLE THAT BLENDS SPORTY AND FEMININE ELEMENTS





Trend Research



SPORTIF

STELLA MCCARTNEY | STAUD



VOLUMINOUS SPORT

BEYOND YOGA | CHLOÉ | MIU MIU



LAYERING

LOEWE | FP MOVEMENT





PANTONE®
19-3943 TCX
Midnight Motion



PANTONE®
11-0623 TCX
Victory Yellow



PANTONE®
18-1229 TCX
Clay Track



PANTONE®
13-2807 TCX
Studio Pink



PANTONE®
19-6050 TCX
Green Green



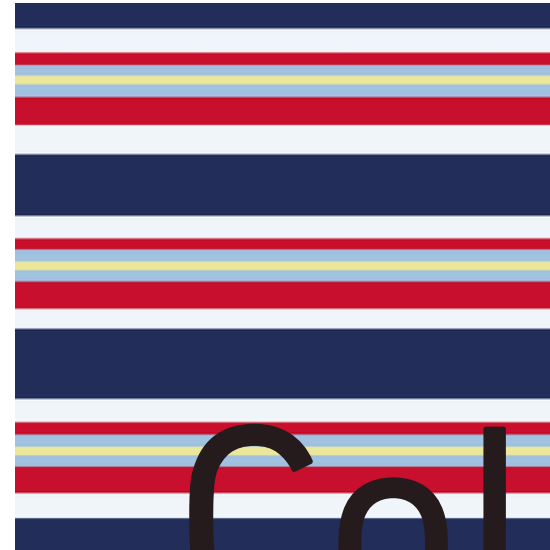
PANTONE®
11-0601 TCX
Cloud Court



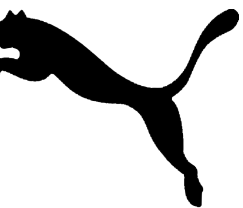
PANTONE®
186 C
Cherry Stride



PANTONE®
14-4130 TCX
Baseline Blue



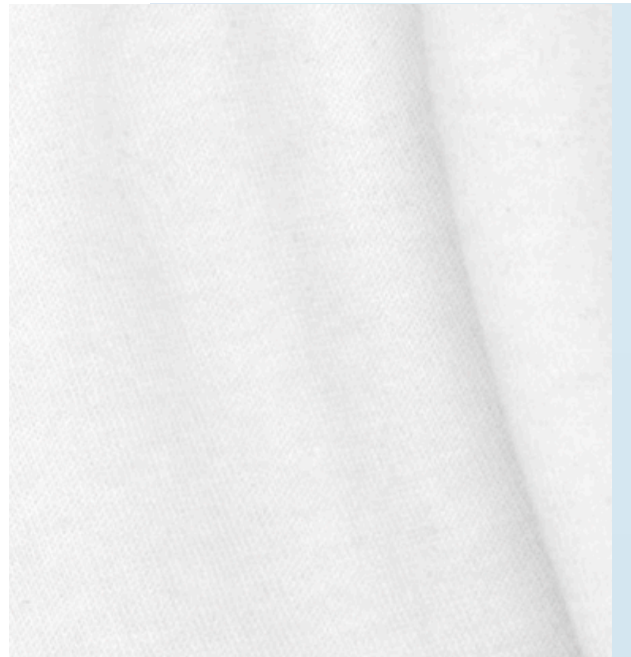
Color Story



Fabrics



MATTE TRICOT
80% NYLON 20% ELASTANE



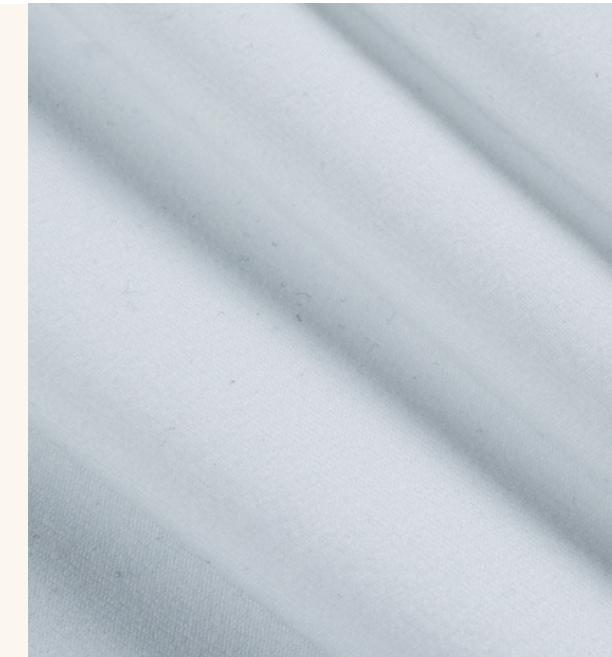
HEAVY WEIGHT COTTON JERSEY
100% COTTON



NYLON TASLAN
100% NYLON



JERSEY KNIT
95% POLYESTER 5% SPANDEX



MAX-DRI PERFORMANCE JERSEY
88% POLYESTER 12% SPANDEX



PEACH SKIN JERSEY
86% POLYESTER 14% ELASTANE



Trims



RECYCLED ELASTIC CORD



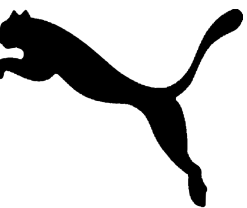
REFLECT PIPING

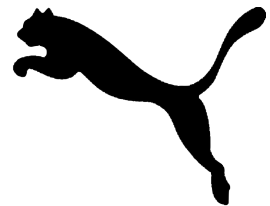


CORD STOPPER

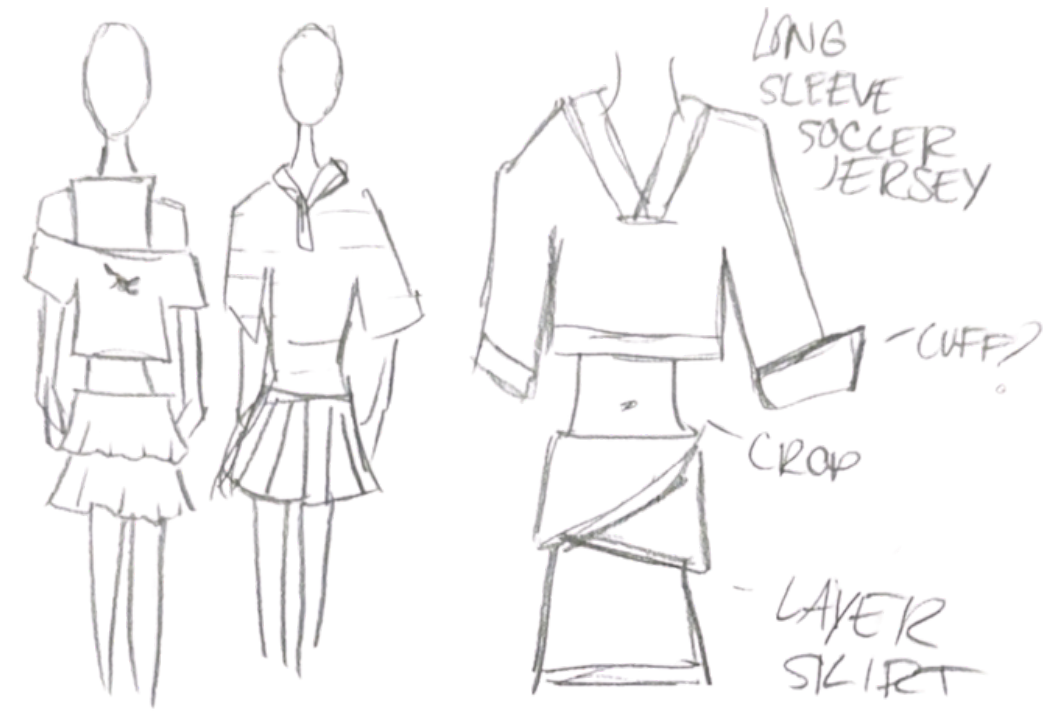
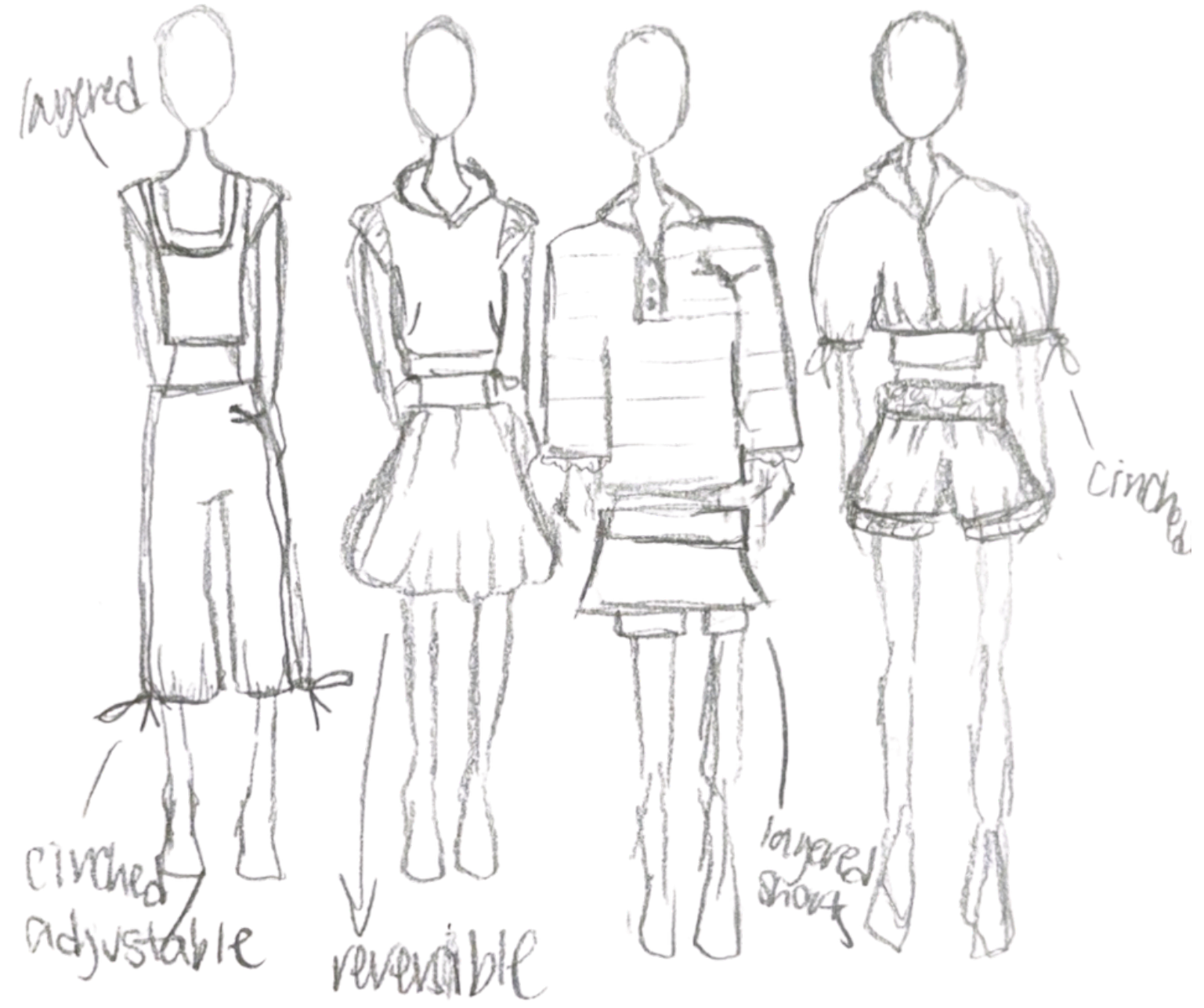


ZIPPER





Sketching Ideation



SHOP TRENDING STYLES



WOMEN'S SNEAKERINA



WOMEN'S SPRING SHOP



WOMEN'S LOW PROFILE

Feedback

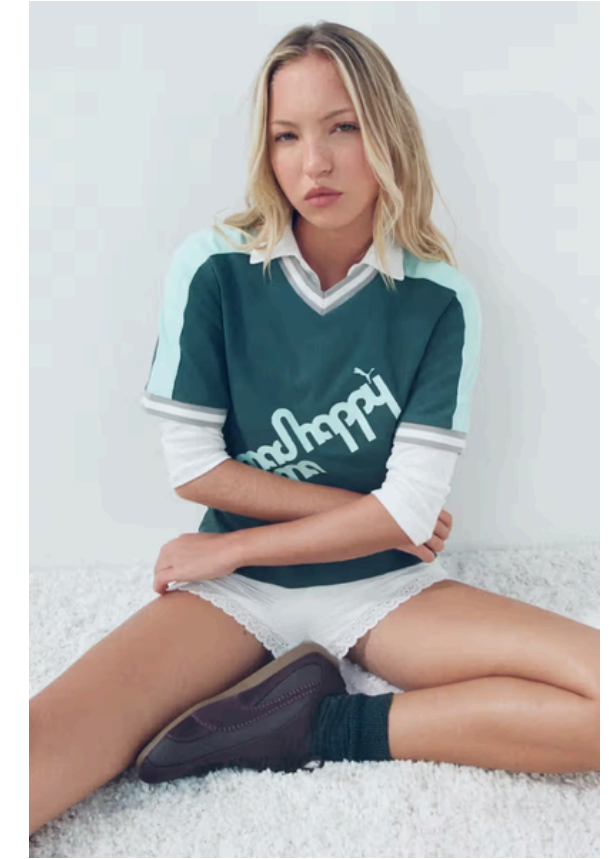


WOMEN'S SHOES



WOMEN'S CLOTHING

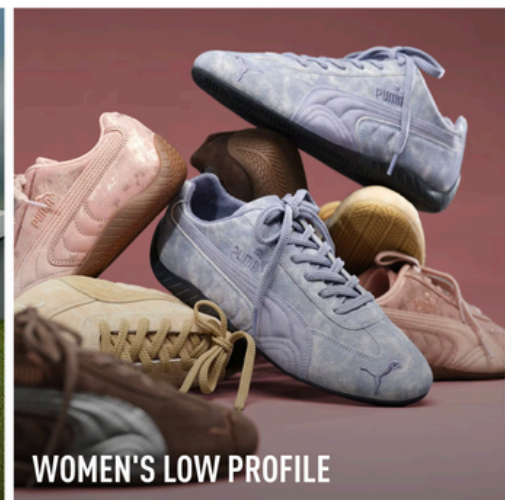
Feedback



WOMEN'S SNEAKERINA



WOMEN'S SPRING SHOP

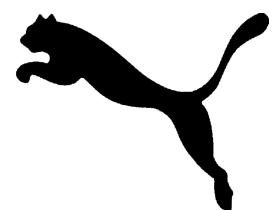


WOMEN'S LOW PROFILE

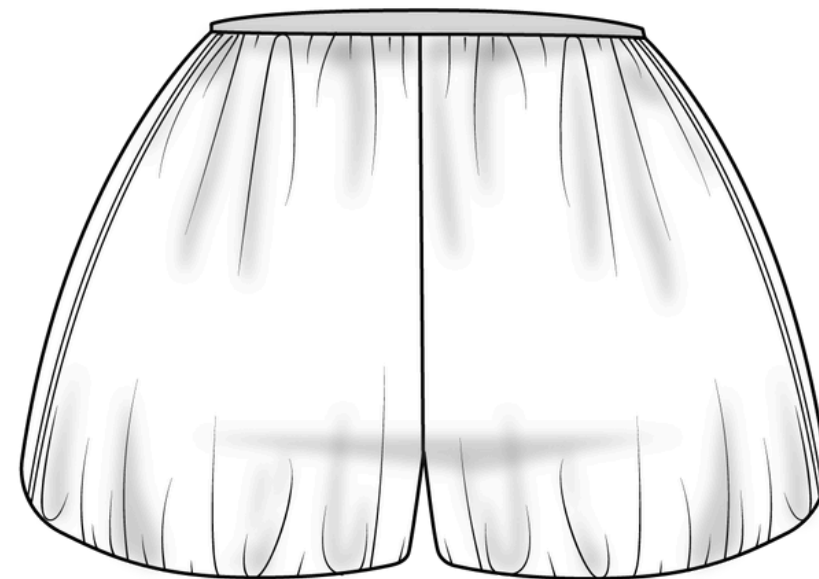
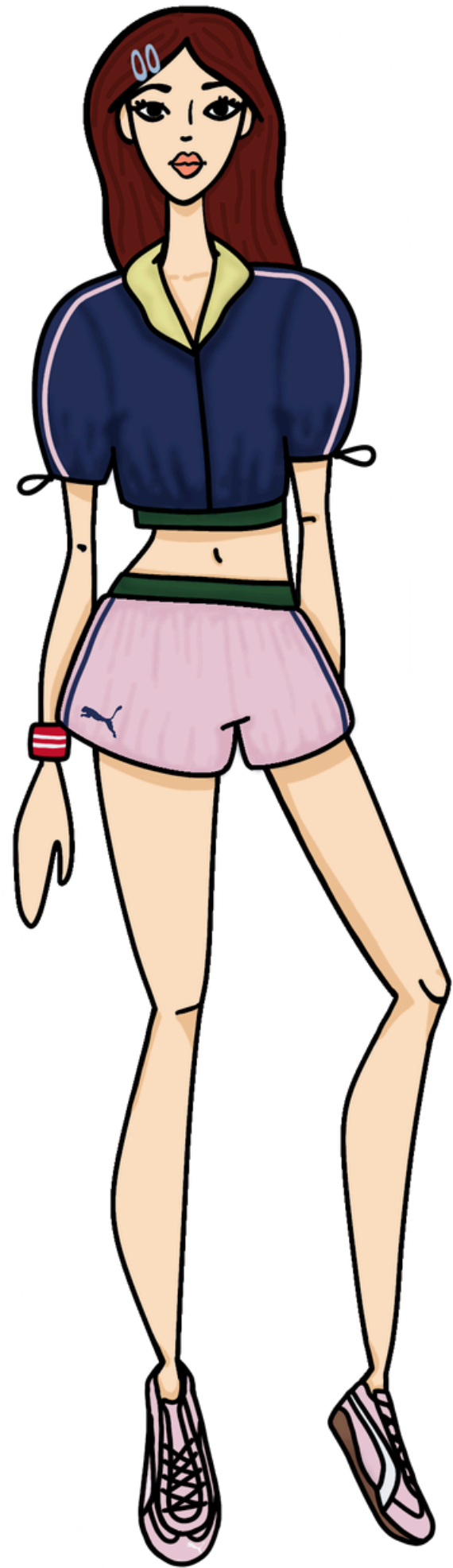
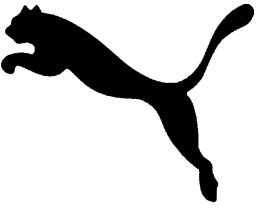
Feedback



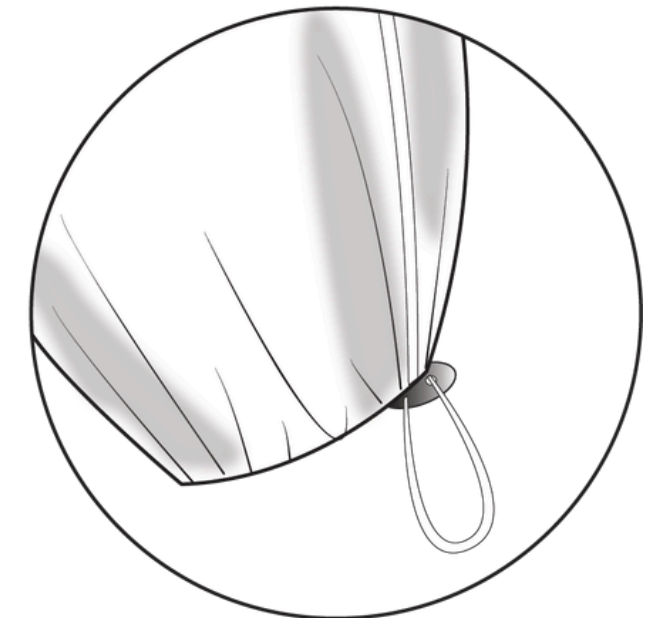
PUMA



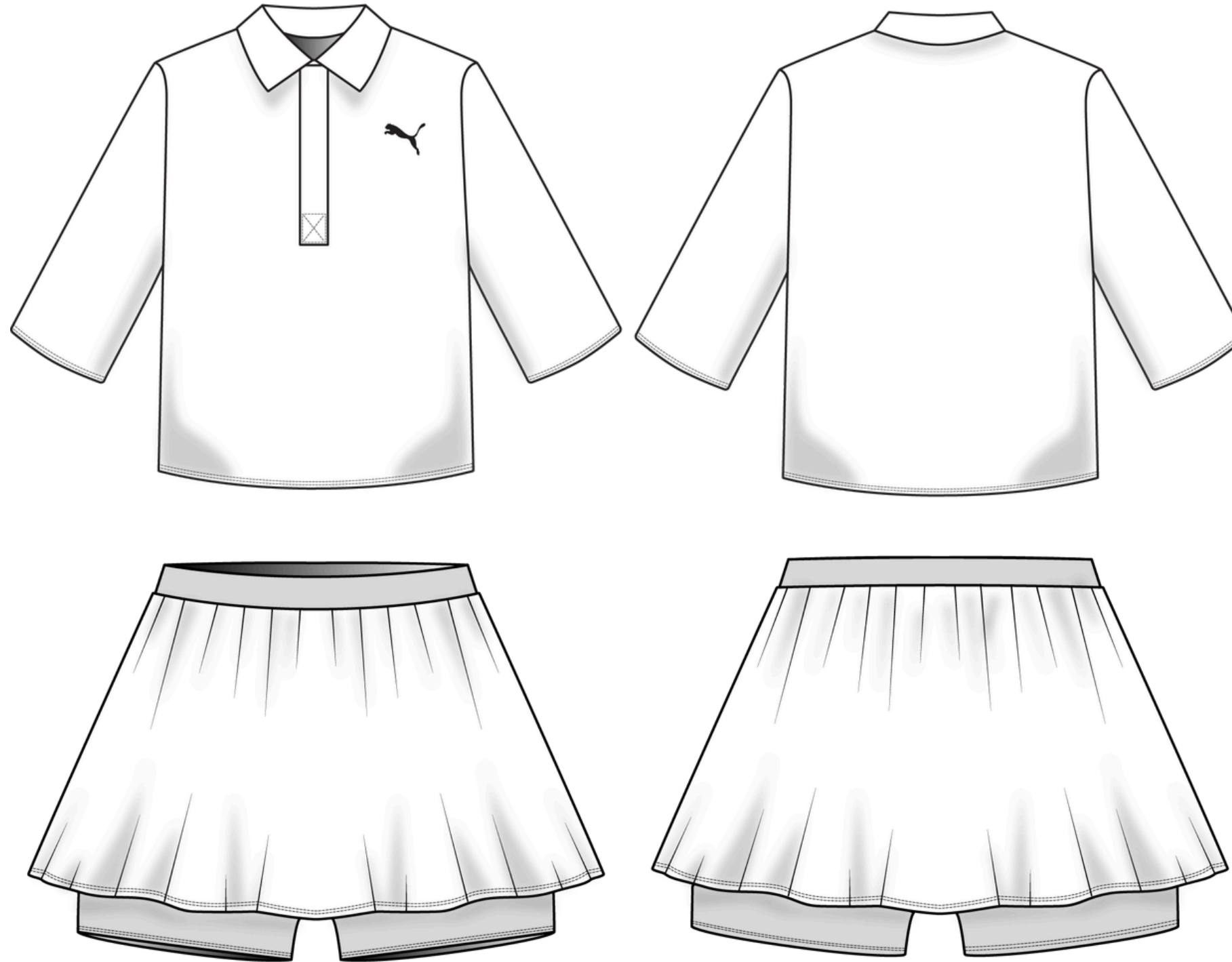
SPRING/SUMMER 2027



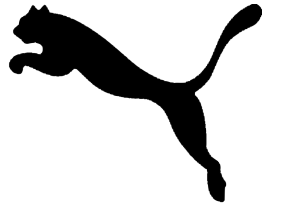
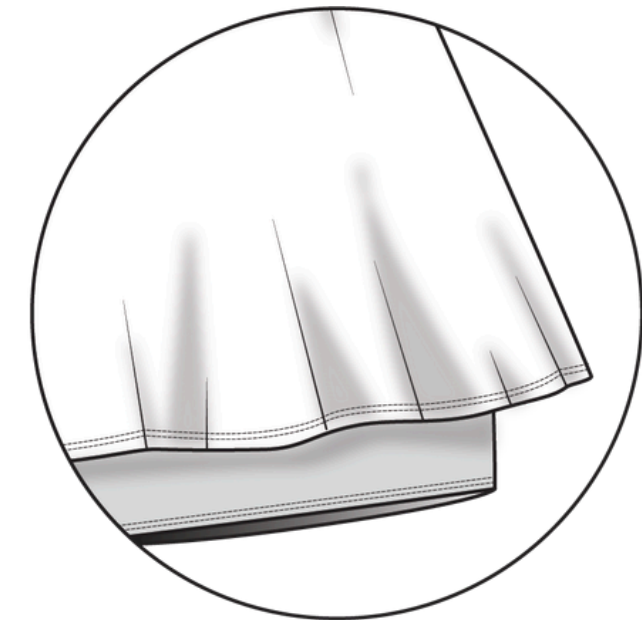
- BANDS ARE CLEAN FINISHED AND MATTE TRICOT
- CORD AND CORD STOPPER TO CINCH SLEEVES
- CHAINSTITCH
- SHORTS LINED AND CLEAN FINISHED



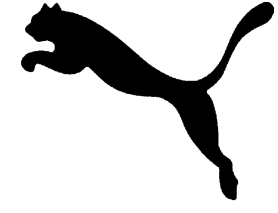
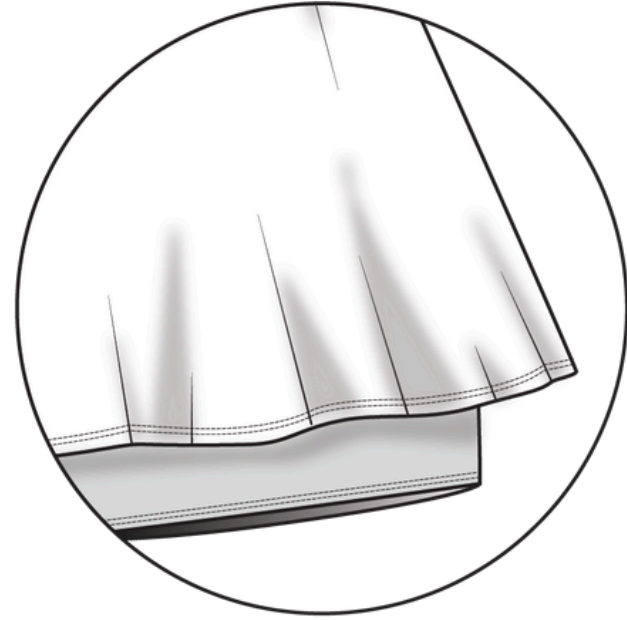
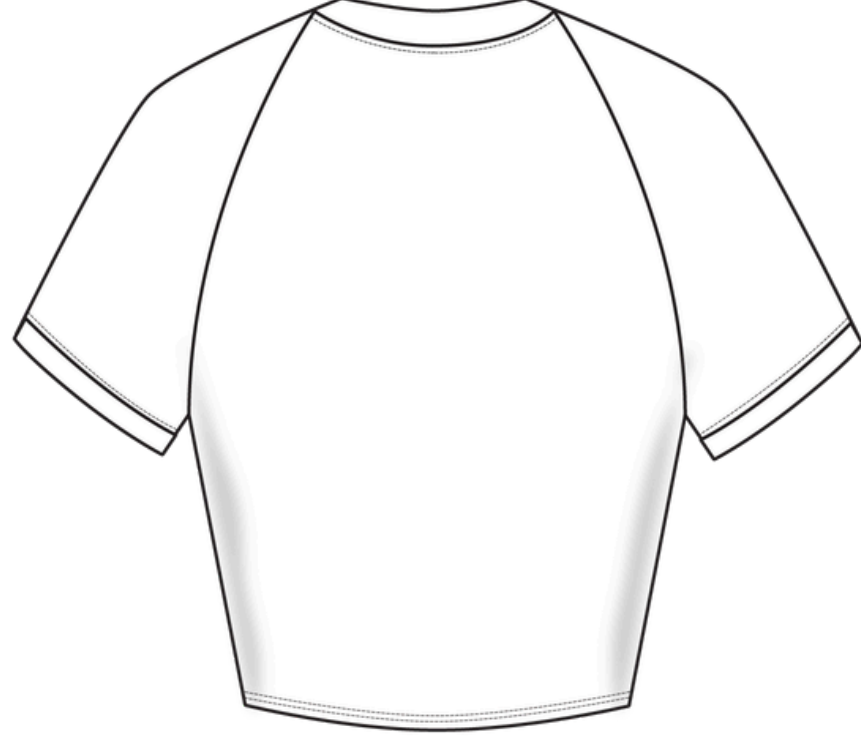
NYLON TASLAN / MATTE TRICOT



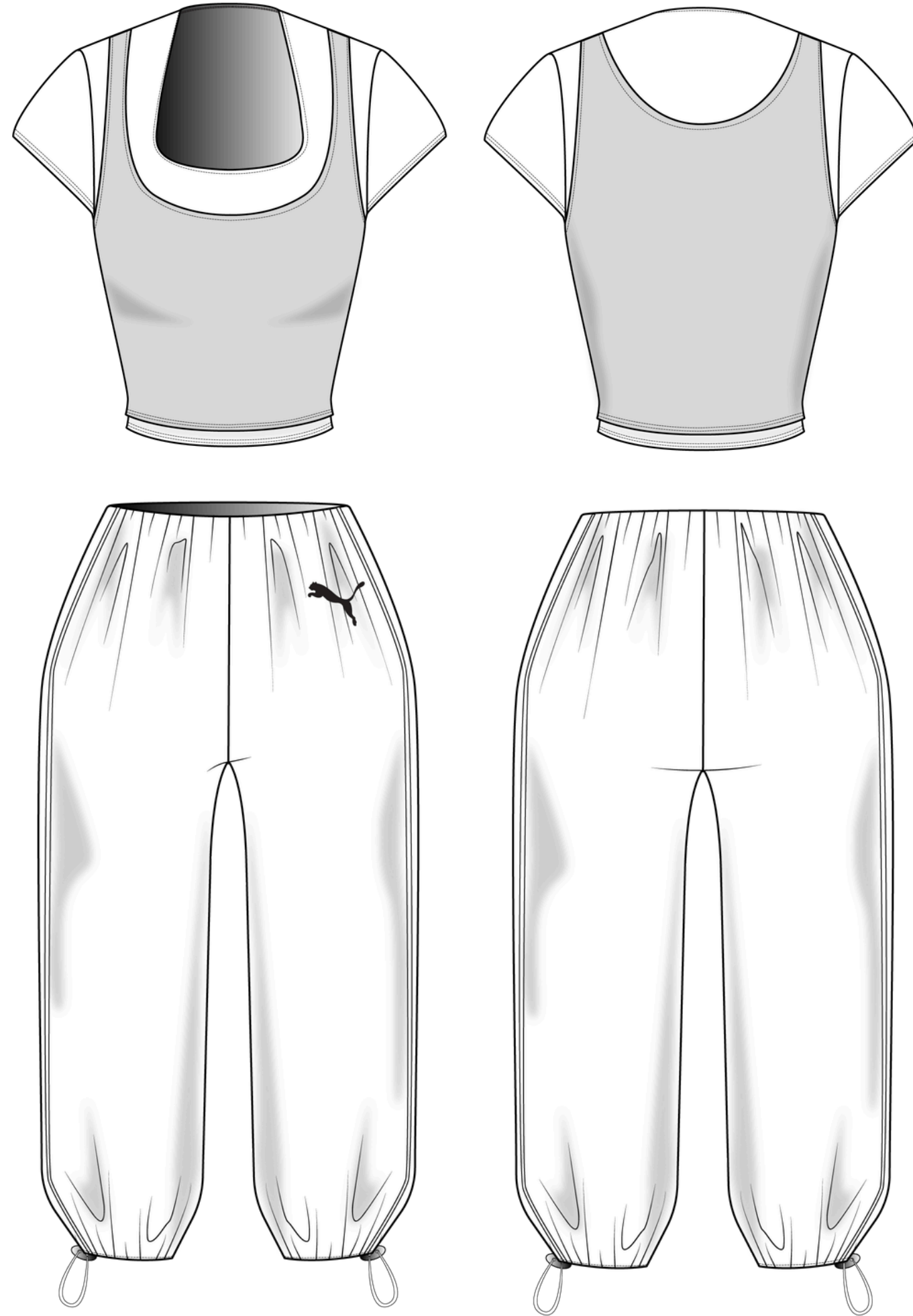
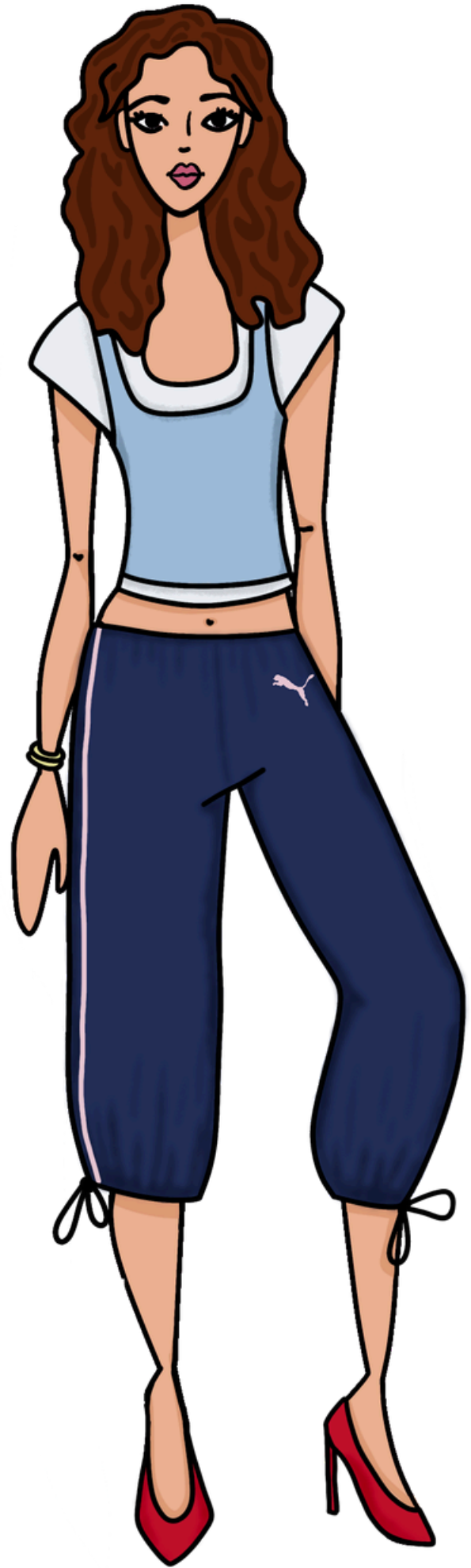
- **OVERSIZED FIT AND ¾ SLEEVE**
- **WAISTBAND AND UNDER SHORTS ATTACHED TO SKIRT**
- **WAISTBAND AND SHORTS ARE MATTE TRICOT**



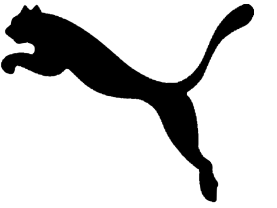
HEAVY WEIGHT COTTON JERSEY / PEACH SKIN JERSEY / MATTE TRICOT



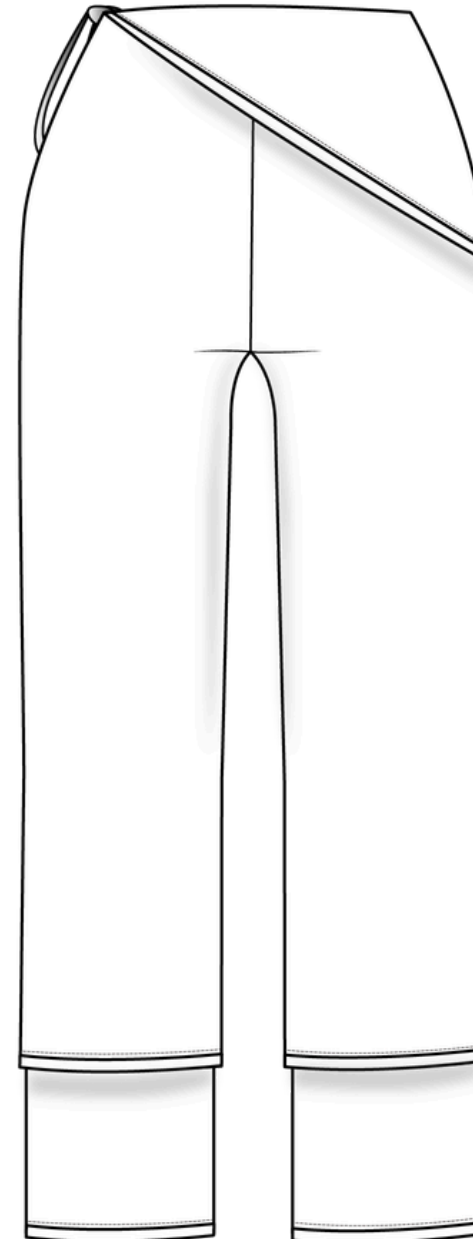
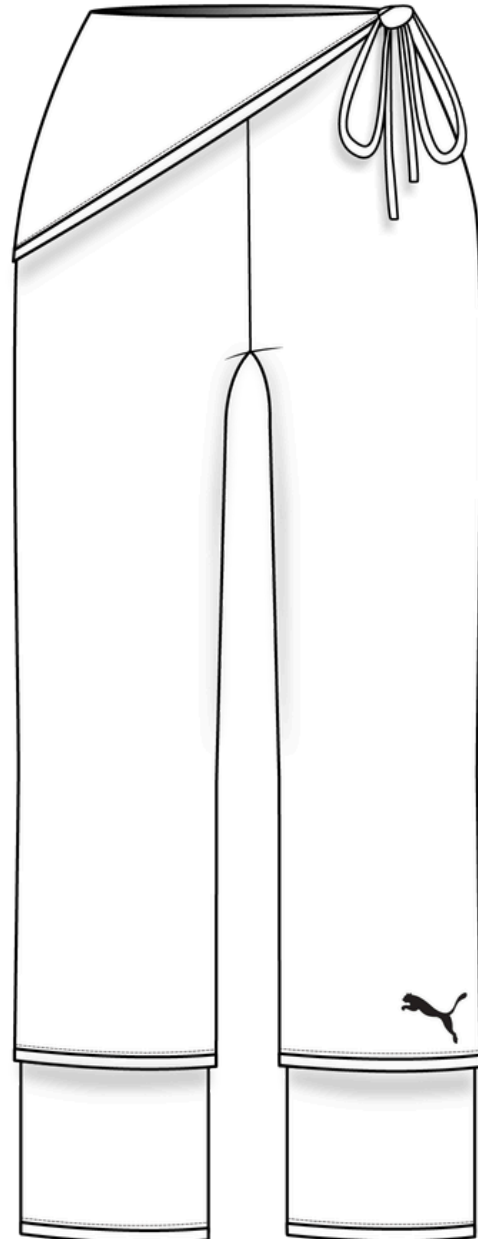
HEAVY WEIGHT COTTON JERSEY / PEACH SKIN JERSEY / MATTE TRICOT



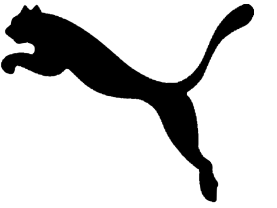
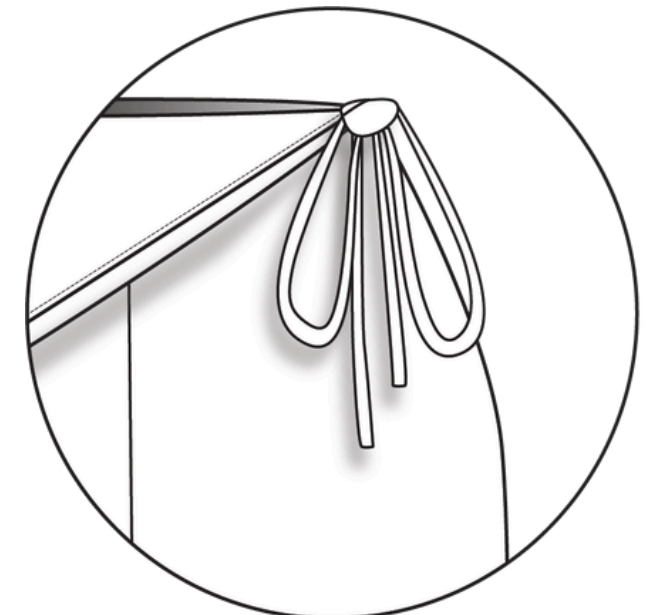
- LAYERED TANK TOP ATTACHED TO T-SHIRT
- CORD AND CORD STOPPER TO CINCH PANTS
- CORD STOPPER CAN BE RELEASED TO TURN CAPRIS INTO FULL-LENGTH PANTS
- SINGLE STITCH IS CHAIN STICH
- PANTS HAVE HIDDEN ELASTIC BAND



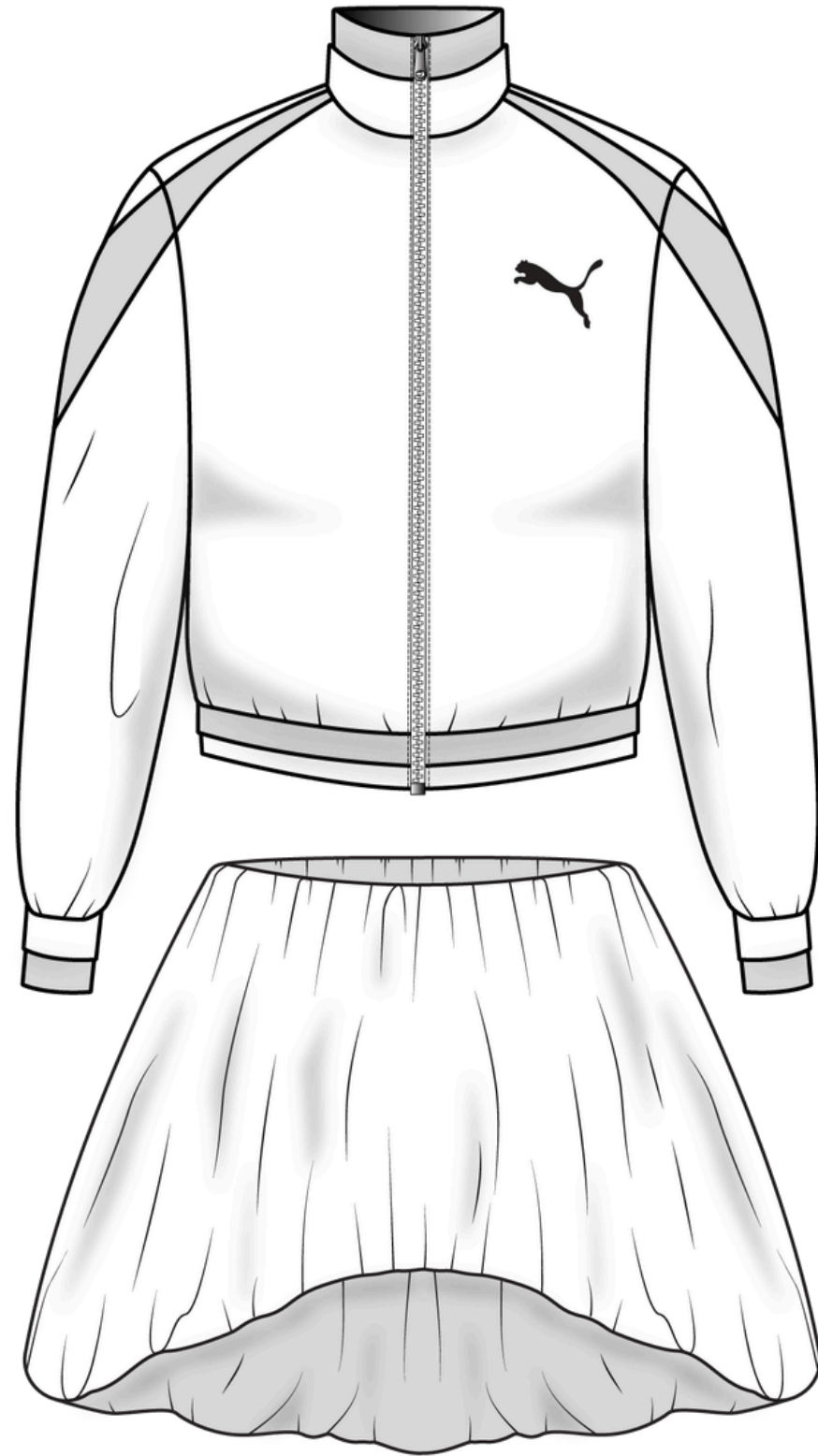
JERSEY KNIT / NYLON TASLAN



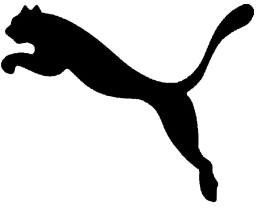
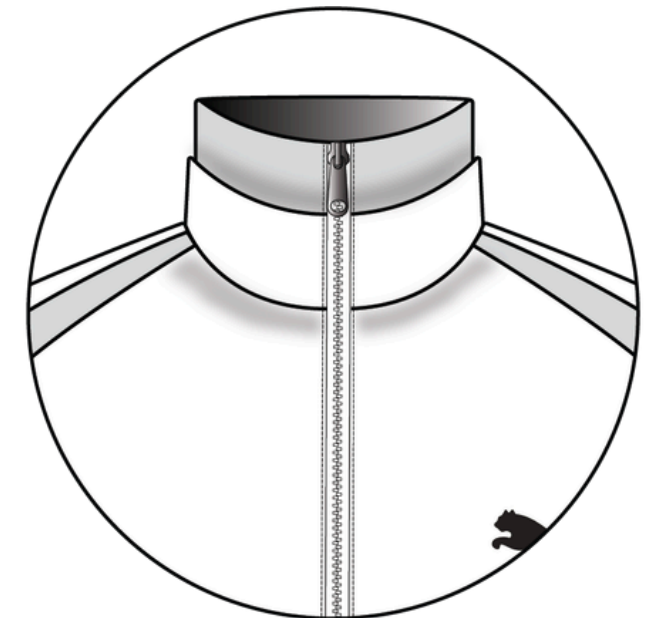
- CROP FIT AND DEEP V-NECK JERSEY
- LAYERED SKIRT OVER PANTS; TIES TO HOLD IN PLACE ON WEARER'S LEFT
- LAYERED PANT HEM
- PANTS HAVE HIDDEN ELASTIC BAND
- SINGLE STITCH IS CHAINSTITCH




MAX-DRI PERFORMANCE JERSEY



- **DOUBLE LAYERED TURTLENECK, CUFFS, AND BANDED HEM**
- **HIGH-LOW BUBBLE SKIRT IS REVERSIBLE AND CLEAN FINISHED**
- **SKIRT HAS HIDDEN ELASTIC BAND**



MAX-DRI PERFORMANCE JERSEY / NYLON TASLAN

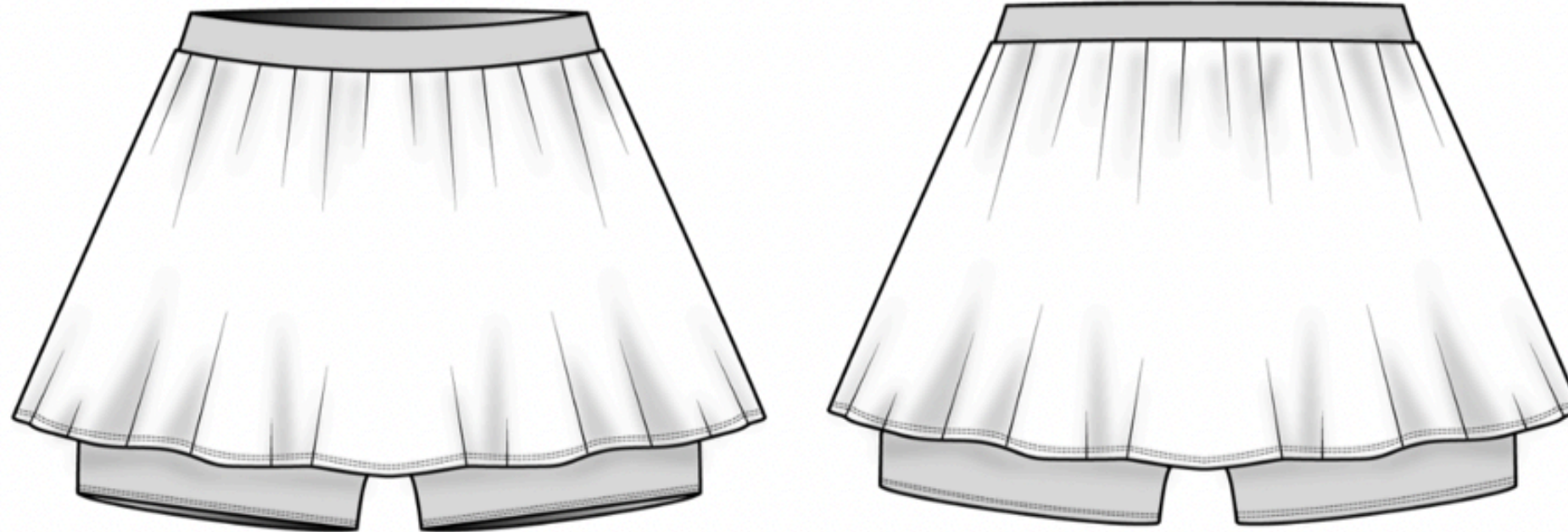
Brand: Puma	Style #: 202601
Designer: Styra Goldblatt	Style Name: Soft Motion Tennis Skirt
STYLE INFORMATION	
Season: Spring/Summer 2027	
Sample Size: S	
Fabric(s): Peach Skin Jersey & Matte Tricot	
Fiber Content: 86% polyester 14% elastane; 80% nylon 20% elastane	
Color / Print: Victory Yellow, Cherry Stride, Studio Pink	
Description: Tennis skirt with built in biker shorts	

Brand: Puma

Style #: 202601

Designer: Styra Goldblatt

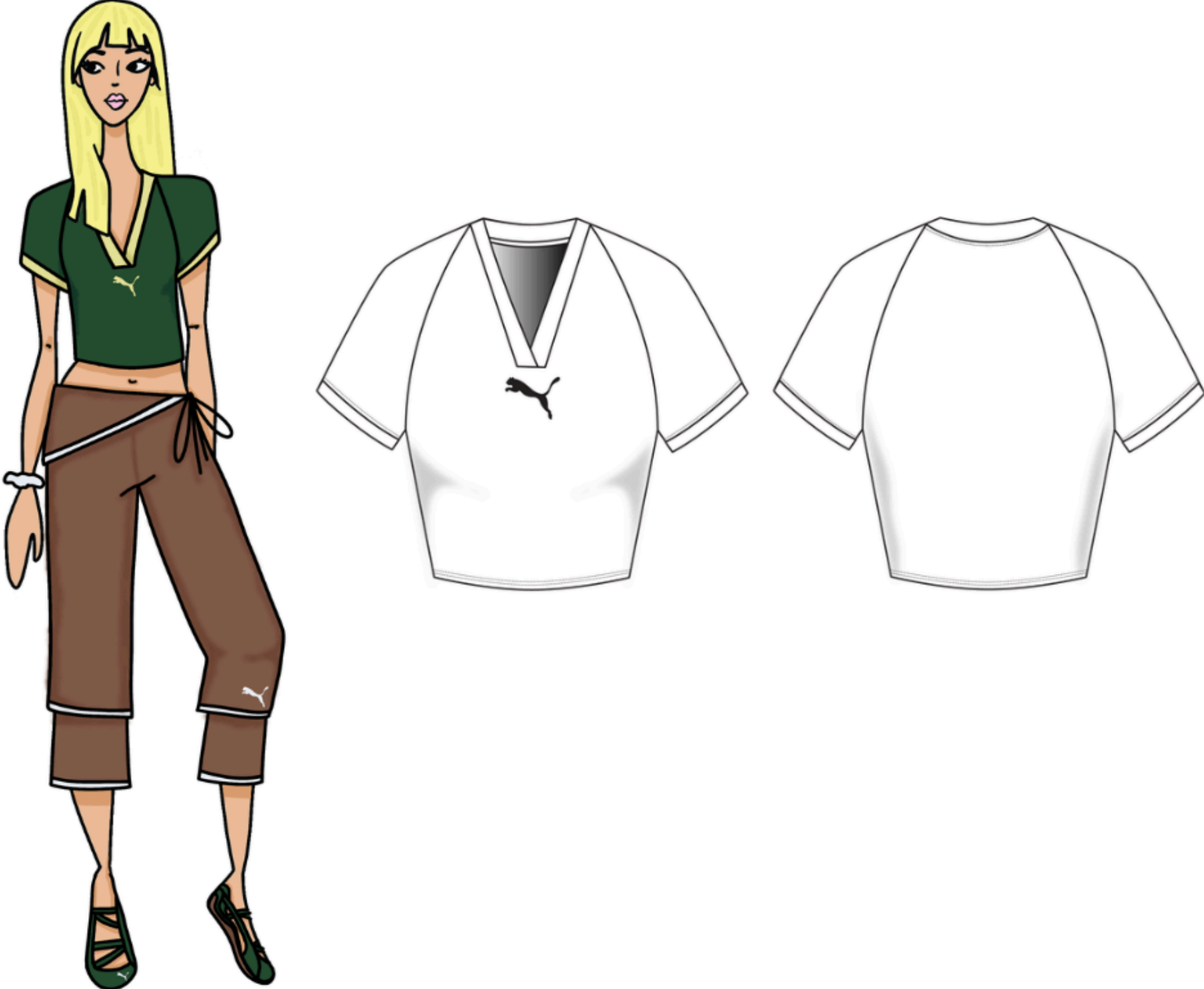
Style Name: Soft Motion Tennis Skirt



- **WAISTBAND AND UNDER SHORTS ATTACHED TO SKIRT**
- **WAISTBAND AND SHORTS ARE MATTE TRICOT**

Brand: Puma				Style #: 202601		
Designer: Styra				Style Name: Soft Motion Tennis Skirt		
BILL OF MATERIALS						
Fabric	Mill/Supplier & Ref #	Content	Weight (gsm, g/m2, oz)	Cutable Width	Color	Placement
<i>Peach Skin Jersey</i>	<i>Eysan Fabrics #21334</i>	<i>86% Polyester / 14% Black Elastane</i>	<i>290 g/m2</i>	<i>58"</i>	<i>Victory Yellow</i>	<i>Body</i>
<i>Matte Tricot</i>	<i>Spandex by Yard #FM-60/ FM-65</i>	<i>80% Nylon / 20% Spandex</i>	<i>200 g/m2</i>	<i>58"</i>	<i>Cherry Stride / Studio Pink</i>	<i>Waistband & Shorts</i>

POM #/ code	POM	Spec for S
1	CONTOUR WAIST TOP EDGE	27"
2	CONTOUR WAIST BOTTOM SEAM	29"
3	WAISTBAND HEIGHT	1"
4	HIGH HIP 3 1/2" FROM WAISTBAND	34"
5	SWEEP	79"
6	CF LENGTH (INCLUDING WAISTBAND)	11.5"
7	CB LENGTH (INCLUDING WAISTBAND)	12.5"
8	HIGH HIP ON BUILT-IN SHORTS	29"
9	INSEAM	5"
10	LEG OPENING	14"

Brand: Puma	Style #: 202602
Designer: Styra Goldblatt	Style Name: Soft Motion Cropped Jersey
<p>STYLE INFORMATION</p>	
<p>Season: Spring/Summer 2027</p>	
<p>Sample Size: S</p>	
<p>Fabric(s): Max-Dri Performance Jersey</p>	
<p>Fiber Content: 88% Polyester 12% Spandex</p>	
<p>Color / Print: Green Green, Victory Yellow</p>	
<p>Description: Cropped Soccer Jersey</p>	

Brand: Puma

Style #: 202602

Designer: Styra Goldblatt

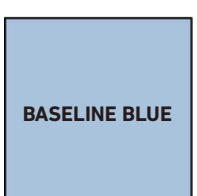
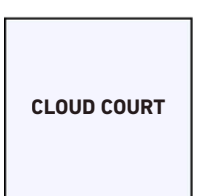
Style Name: Soft Motion Cropped Jersey



- CROP FIT AND DEEP V-NECK JERSEY
- COVER STITCH AND CHAINSTITCH

Brand: Puma				Style #: 202602		
Designer: Styra Goldblatt				Style Name: Soft Motion Cropped Jersey		
BILL OF MATERIALS						
Fabric	Mill/Supplier & Ref #	Content	Weight (gsm, g/m2, oz)	Cutable Width	Color	Placement
<i>Max-Dri Performance Jersey</i>	<i>Mood Fabrics #311385</i>	<i>95 organic cotton /5 span</i>	<i>210 g/m2</i>	<i>58"</i>	<i>Grey heather</i>	<i>Body</i>

POM #/ code	POM	Spec for S
1	CHEST 1" BELOW ARMHOLE	15"
2	ACROSS SHOULDER	5 1/4"
3	ACROSS FRONT 5" DOWN FROM HPS	10 1/2"
4	ACROSS BACK 5" DOWN FROM HPS	12"
5	WAIST @ 16" DOWN FROM HPS	26"
6	SWEEP	28"
7	FRONT LENGTH HPS TO HEM	17"
8	BICEP 1" BELOW ARMHOLE	5 3/4"
9	SLEEVE LENGTH FROM SHOULDER	8"
10	SLEEVE OPENING	12"
11	NECK WIDTH EDGE TO EDGE	5 3/4"
12	FRONT NECK DROP FROM HPS	6"
13	WIDTH SLEEVE @ NECKLINE	1"
14	HPS TO BOTTOM OF ARMHOLE	8 1/2"



SOFT MOTION PUFF SHORTS



MIDNIGHT MOTION



STUDIO PINK

SOFT MOTION TENNIS SKIRT



VICTORY YELLOW

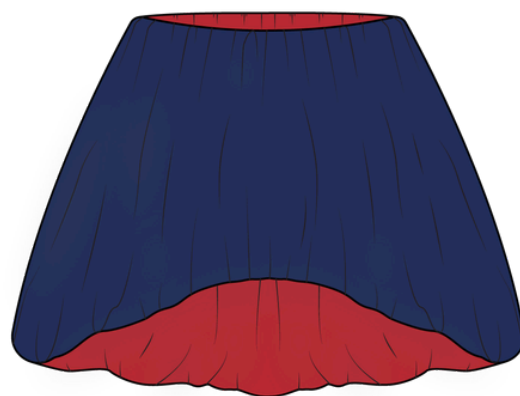


BASELINE BLUE

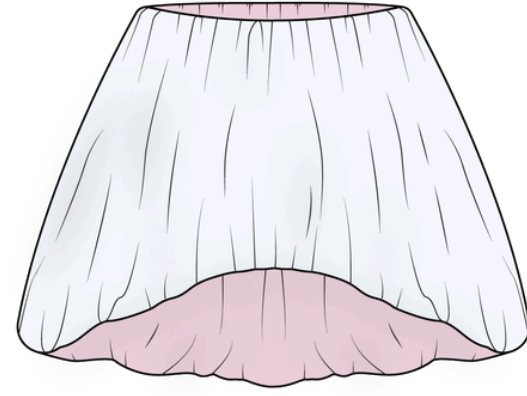


CHERRY STRIDE

SOFT MOTION REVERSIBLE BUBBLE SKIRT

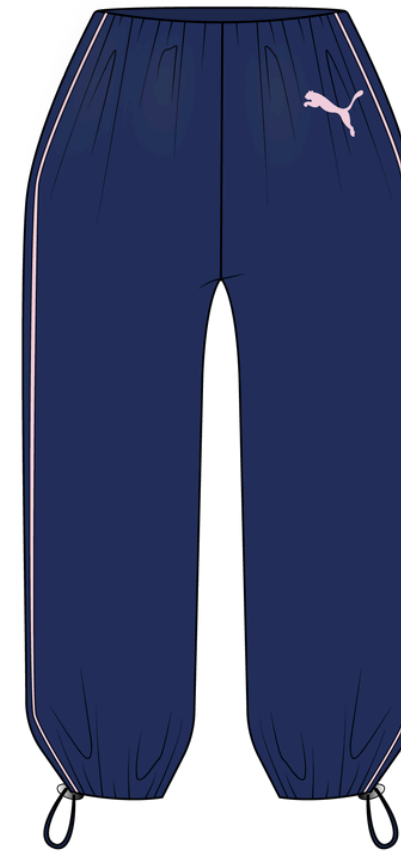


MIDNIGHT MOTION/CHERRY STRIDE

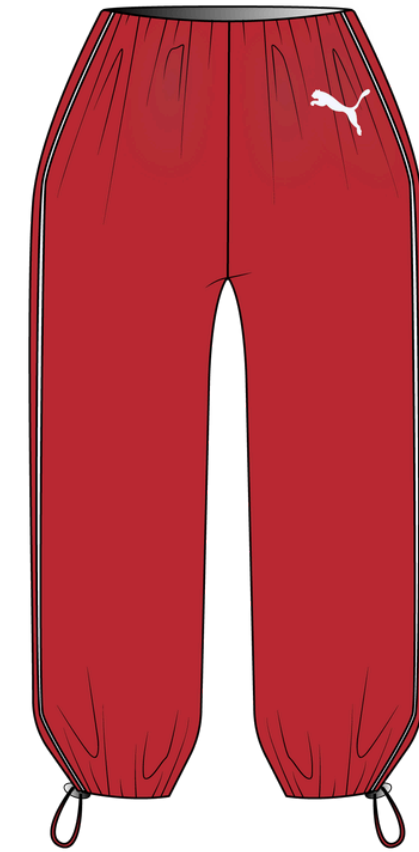


CLOUD COURT/STUDIO PINK

SOFT MOTION TRACK CAPRI

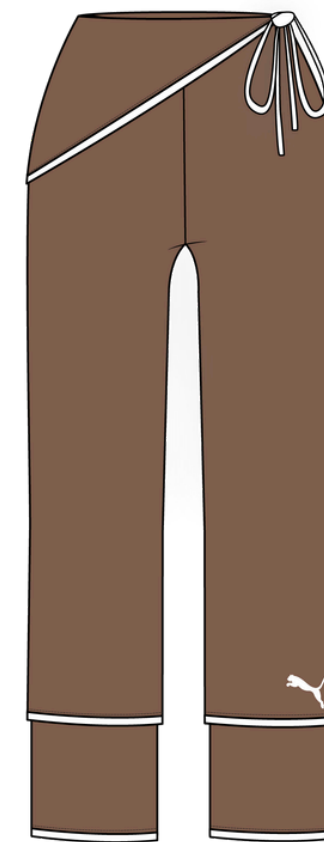


MIDNIGHT MOTION

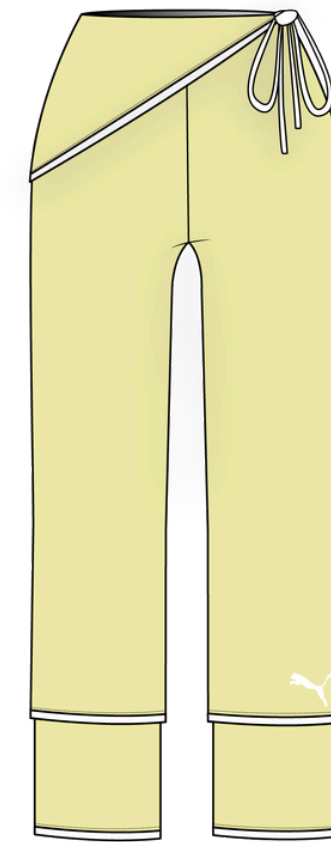


CHERRY STRIDE

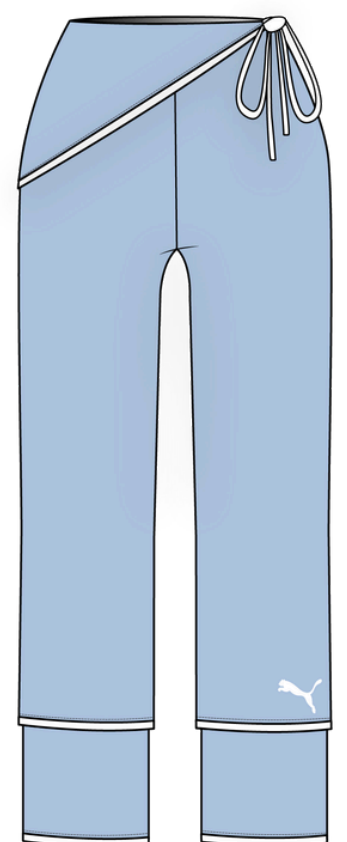
SOFT MOTION LAYERED PANTS



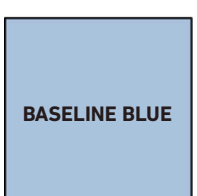
CLAY TRACK



VICTORY YELLOW



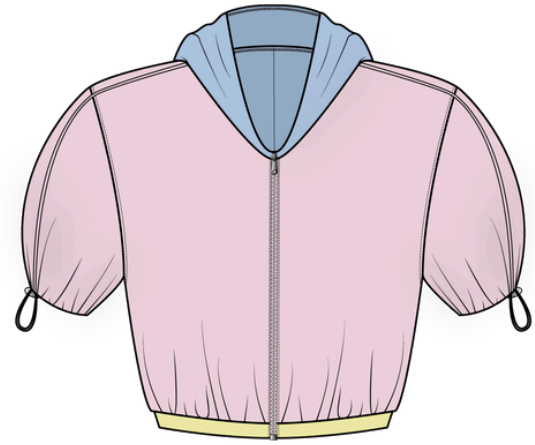
BASELINE BLUE



SOFT MOTION PUFF HOODIE



MIDNIGHT MOTION



STUDIO PINK

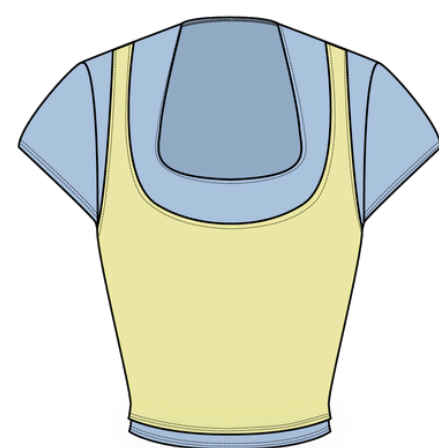
SOFT MOTION LAYERED TEE



CLOUD COURT/BASELINE BLUE



MIDNIGHT MOTION/STUDIO PINK



BASELINE BLUE/VICTORY YELLOW



CLOUD COURT/MULTI-STRIPE

SOFT MOTION CROPPED JERSEY



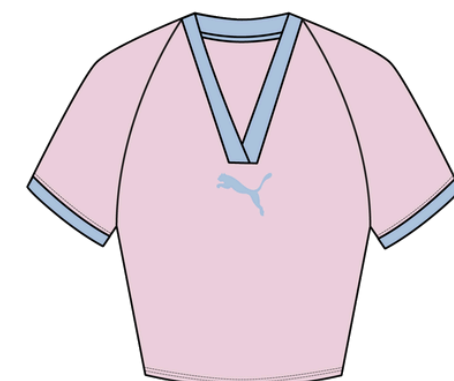
GREEN GREEN



MIDNIGHT MOTION



CLAY TRACK



STUDIO PINK

SOFT MOTION LAYERED TRACK JACKET



STUDIO PINK



BASELINE BLUE

SOFT MOTION RUGBY SHIRT



MULTI-STRIPE



BASELINE BLUE