



PRESS RELEASE

THE ART OF THE PROCESS: NEW COLLECTION FROM PUMA AND MICHAEL LAU

Herzogenaurach, January 14th, 2021 — Sports company PUMA and Hong Kong based artist Michael Lau are partnering together again for his first full collection of footwear, apparel and accessories, inspired by the creation of a product for a “SAMPLE” collection.

Based in Hong Kong, Michael Lau achieved worldwide acclaim for his collectible designer toy figures. Throughout the years, he has continually created timeless art pieces and is crowned as the “godfather of toy figures”. The inspiration behind the **PUMA X MICHAEL LAU** collection, “SAMPLE,” documents the mental journey of the creator, and expresses the interaction between the artist and the product. When working with PUMA, Michael’s aim is not to merely produce commercial products, rather, he is intrigued by the idea of exploring a concept as it begins from scratch to finally creating a masterpiece. That, he believes, is where the fun lies.

“Please enjoy and make fun out of the process of trial and error,” says Lau. “It may surprise you!” Michael hopes to remind everyone that sometimes mistakes will bring joy. According to his creative experience and understanding, when creating an item, no matter if it’s a figure or apparel or sneakers, the most amusing design may come from the designer or the factory technician’s unintentional mistakes. Facing these accidental miscalculations, most would dump the prototype and revise immediately. Michael, however, gladly embraces these mistakes. He observes the beauty of such “errors” from another angle and weaves these elements into his designs. His artistic perceptions are unveiled in the products for the **PUMA X MICHAEL LAU** collection.

Collection pieces feature hand-drawn pencil graphics, graph paper textures, and other playful design references, resulting in products with a hand-made inspired look and feel. Prints and

details play around the idea of a "work in progress" collection, while graphics inspired by Lau's figures add a personal touch to the pieces. Many items are adorned with phrases like "Reverse," "Too Long," and "Too Small". These are common words used by factories, which highlights the explorative nature of the "SAMPLE" collection.

Bringing these unique design touches to life, the **Mirage Mox** features a graph paper inspired print alongside bright pops of color. The **Ralph Sampson Mid** is adorned with digital prints and mismatched color accents on the laces and tongue. Rounding out the footwear in the collection are similar takes on the **Ralph Sampson Lo** and **RS-2K**.

The **Two-Face Track Jacket** is the standout apparel piece, featuring a unique print with pencil mark graphics in a reversible style with a tall collar. The apparel range includes a variety of items that showcase the concept, like the **Knit Pants** with "SAMPLE" patch work and the **Women's Pocket Hoodie Dress** with a kangaroo pocket on the back. Accessories complete the collection with items like a **Flat Brim Cap** with a detachable "PUMA SAMPLE STUFF" graphic and a **Tote Bag** that comes equipped for storage and comfort with unique graphic prints.

Outfit yourself in wearable art when the **PUMA x Michael Lau** launches on PUMA.com, PUMA stores and select retailers on January 16th.

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PUMA

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