



## **PRESS RELEASE**

### **Design to Fade: PUMA biodesign project explores sustainable ways of producing and dyeing textiles**

**Herzogenaurach, Germany, June 16, 2020** - Sports company PUMA is exploring sustainable alternatives for making and dyeing textiles in its latest biodesign project, which features a biodegradable lifestyle and performance collection.

This collection, named “Design to Fade”, was made in collaboration with Dutch project Living Colour and Swedish design studio Streamateria. Some of the products are dyed using bacteria, while others are made of degradable materials, which are made in closed loops and can be manufactured locally and at short notice.

“Our times require us to rethink not only what to create but also how we create,” said Romain Girard, Senior Head of Innovation at PUMA. “With Design to Fade, we are working on a future, which focuses on sustainable production methods and recyclable materials.”

“Design to Fade” is PUMA’s third biodesign project since 2016, in which the company is presenting new ways to reduce the environmental impact of fashion and sportswear. Though none of these projects have yet reached a commercial stage, they are an important step towards making PUMA more sustainable in the future.

Dutch design project Living Colour uses bacteria to dye textiles. The bacteria are fed with a nutrient which makes them produce a pigment, which can then be used to dye almost any kind of fiber.

Swedish design studio Streamateria makes fabrics in closed material loops, which become a source of raw material after they have been worn. This is made possible through a circular production chain with zero tolerance to waste. Streamateria materials are constructed out of a printed mesh-structure, which is coated with a bioplastic, creating a textile-like garment.

For more information about this project, please visit.

<https://designtofade.puma.com>

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**PUMA**

PUMA is one of the world's leading sports brands, designing, developing, selling and marketing footwear, apparel and accessories. For more than 70 years, PUMA has relentlessly pushed sport and culture forward by creating fast products for the world's fastest athletes. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running and Training, Basketball, Golf, and Motorsports. It collaborates with renowned designers and brands to bring sport influences into street culture and fashion. The PUMA Group owns the brands PUMA, Cobra Golf and stichd. The company distributes its products in more than 120 countries, employs more than 13,000 people worldwide, and is headquartered in Herzogenaurach/Germany.