

GERING & LÓPEZ GALLERY

# HYPEBEAST

## TODD JAMES X PUMA 2013 FALL/WINTER CAPSULE COLLECTION

With roots firmly grounded in the bustling concrete sidewalks of New York City, Todd James' work is nearly symbolic of the colorful, imaginative, and oftentimes comic aspects of urban life. The internationally-renowned artist brought his skills to a new relationship with PUMA, resulting in a new capsule collection for Fall/Winter 2013. The range consists of several T-shirts and sweatshirts that find PUMA's most iconic emblems humorously reappropriated with a contemporary edge. The brand silhouette has been personified into a full color animal slinking across a T-shirt, while PUMA's environmentally-friendly bag has been brought to life – and lent a pair of fresh Suedes. Look for this exciting collaboration from PUMA and Todd James in the coming weeks.

The self-taught artist Todd James started his career under the pseudonym REAS, gaining fame and notoriety as a graffiti writer in the New York City subway system. He's gone on to design album covers and logos for musical acts ranging from the Beastie Boys, Eminem and Iggy Pop, and collaborated with brands including Stussy and Nike. James' latest joint venture takes the form of a capsule collection with PUMA, featuring sweatshirts and tees adorned with the artist's colorfully rendered expressionist cartoon figures. Previewed at this week's PROJECT Las Vegas trade show, the Todd James x PUMA apparel collection is slated to launch in Fall 2013.



Davis, Josh. "Todd James X Puma 2013 Fall/Winter Capsule Collection." *Hypebeast*, May 16, 2013.

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