

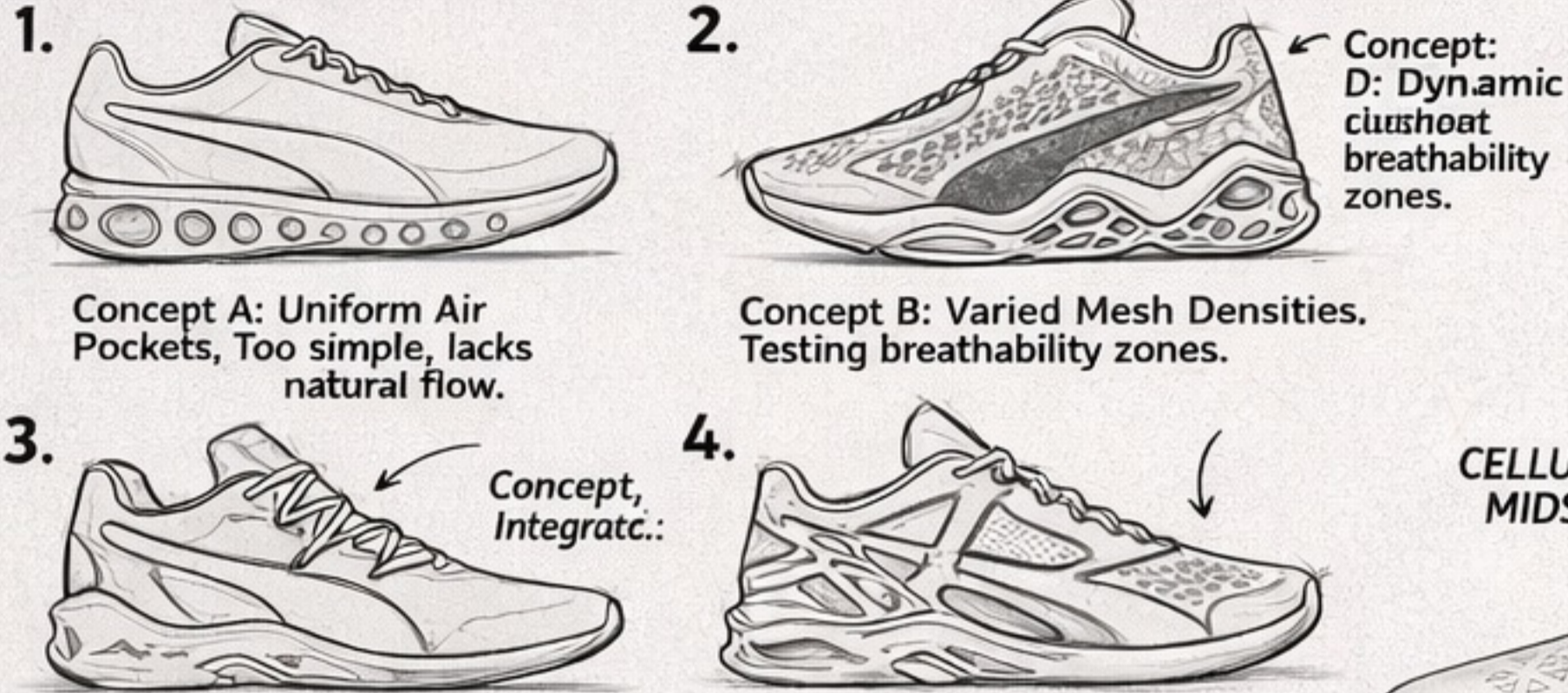
# PUMA CELL CUSHION

PERFORMANCE FOOTWEAR  
CONCEPT STUDY

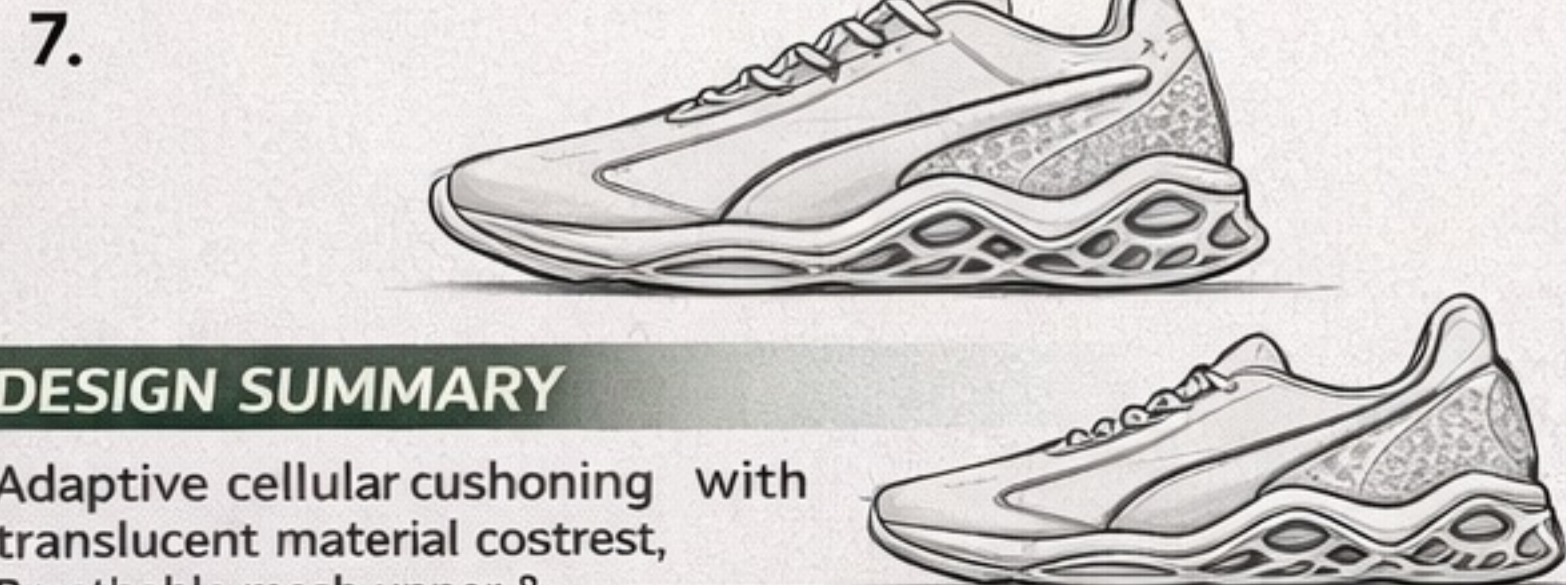
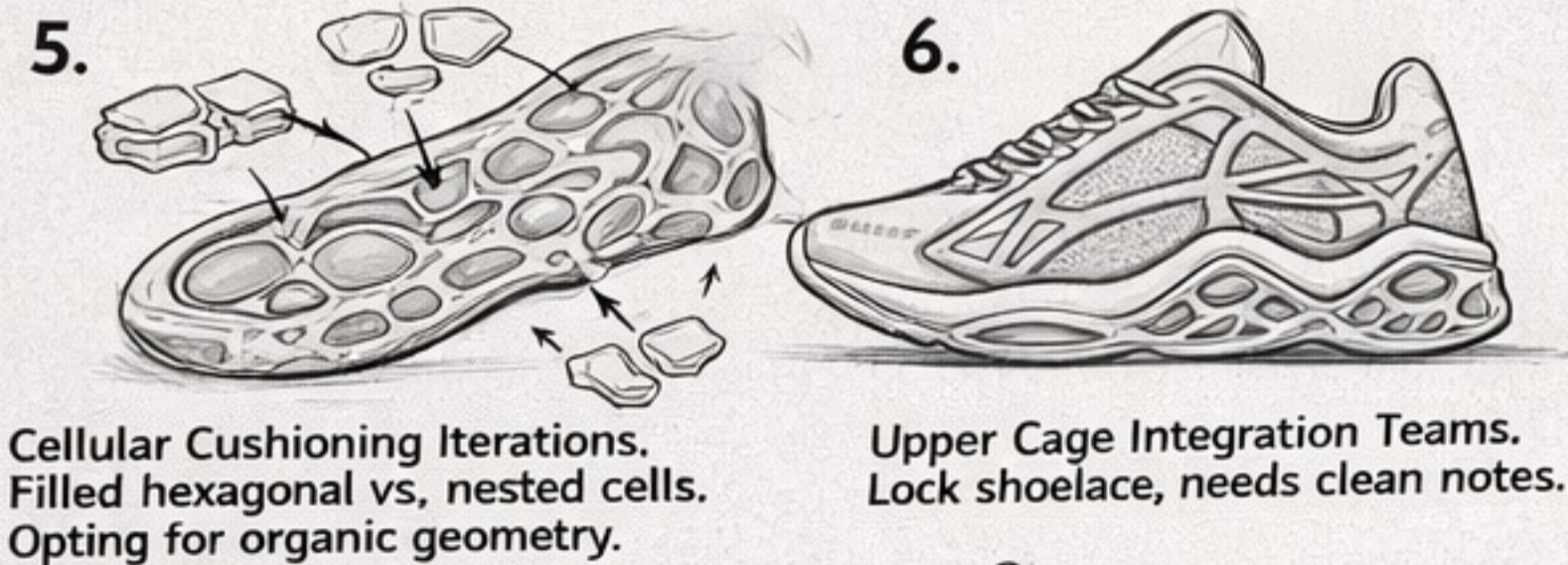


DESIGNER.: Xavier Rush

## I. CONCEPT GENERATION & DISCOVERY



## III. DESIGN CONCEPT - PHASE 2: DEVELOPMENT



## DESIGN SUMMARY

Adaptive cellular cushioning with translucent material contrast, Breathable mesh upper & integrated dynamic lacing cage.

## III. FINAL PERFORMANCE DESIGN



## DESIGN SUMMARY

Adaptive cellular cushioning with translucent material contrast. Breathable mesh upper & integrated dynamic lacing cage.



Designed by Xavier Rush