



## **PRESS RELEASE**

### **PUMA appoints Torsten Hochstetter as Global Creative Director**

**Herzogenaurach, Germany, 12 July 2013** – Sportlifestyle company PUMA has appointed Torsten Hochstetter (46) as Global Creative Director, effective 15 July 2013. Based in Herzogenaurach, Hochstetter will be responsible for designing, creating and developing the Sport Performance and Sport Lifestyle collections of the brand, touching on all product categories including footwear, apparel and accessories. Hochstetter will work hands-on with all PUMA respective design teams worldwide.

“Torsten Hochstetter is a proven expert in the sporting goods and fashion design industry,” said Björn Gulden, CEO of PUMA. “I am pleased that with Torsten we have a long-standing design expert coming onboard of PUMA bringing an extensive experience and know how to our company.”

German-native Hochstetter has a broad international experience in the sports and fashion industry. Before joining PUMA, he was Creative Director at American surfwear company O’Neill. Prior to that, he used to work for Adidas in Germany, USA and Japan, holding positions such as Creative Director Sport Performance and Creative Director Sport Style. He started off his professional career at German fashion company S. Oliver in 1993. Hochstetter has a Fashion Design degree from Ent-Art Polimoda in Florence and completed a tailoring apprenticeship. He is fluent in English, Italian, Dutch and Japanese.

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## **PUMA**

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PUMA is one of the world's leading Sportlifestyle companies that designs and develops footwear, apparel and accessories. It is committed to working in ways that contribute to the world by supporting Creativity, SAFE Sustainability and Peace, and by staying true to the principles of being Fair, Honest, Positive and Creative in decisions made and actions taken. PUMA starts in Sport and ends in Fashion. Its Sport Performance and Lifestyle labels include categories such as Football, Running, Motorsports, Golf and Sailing. Sport Fashion features collaborations with renowned designer labels such as Alexander McQueen and Mihara Yasuhiro. The PUMA Group owns the brands PUMA, Cobra Golf and Tretorn. The company, which was founded in 1948, distributes its products in more than 120 countries, employs about 11,000 people worldwide and has headquarters in Herzogenaurach/Germany, Boston, London and Hong Kong. For more information, please visit <http://www.puma.com>