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NOT JUST
A PUMA

Cape Town-based designer and creative director Hamzeh Alfarahneh has collaborated with PUMA South Africa on an exclusive capsule collection.



"To me, design is a tool that should simplify, enhance and improve the quality of our lives," says Hamzeh Alfarahneh,

the designer behind NOT JUST A COMB, a series of one-of-a-kind plastic combs that he launched in 2017. "It has to be functional *and* aesthetically pleasing."

He has now expanded this idea to a collaboration he calls NOT JUST A PUMA, using PUMA sneakers to create a series of one-off designs.

Each of the four designs on six shoe styles, all hand-embellished by South African women artisans, embody a different concept associated with love.

"With each design, I wanted to represent a theme that talks about the various types of love and how we can use the concept of love to build bridges and find our commonalities," says Hamzeh.

Love Rainbow features colourful patterns that represent love in its varying forms; and Pont des Arts et Tokyo is an ode to two of the world's most romantic locations, the Pont

des Arts bridge in Paris and Tokyo during cherry blossom season. Love = Mama Africa celebrates a mother's unconditional love; and Borders, which makes use of appliqué panels and beads, highlights the need for society to loosen both its figurative and literal borders.

Pairs in the NOT JUST A PUMA collection, which will be launched in February 2019, retail from R3 600. A portion of the proceeds will go towards the Anna Foundation's women empowerment programme.

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Pont des Arts et Tokyo (left), Love Rainbow (right) and Borders (below).

