



PRESS RELEASE

PUMA UNLEASHES TWO VIBRANT NEW COLORWAYS OF THE MOSTRO



Herzogenaurach, March 13, 2024 – One of PUMA's most unique and innovative footwear designs, the Mostro, is back in two radiant colorways: "Pink Delight" and "Ignite Blue".

Originally launched in 1999, the Mostro takes its name from the Italian word for monster, which describes the shoe's bold hybrid look that draws inspiration from two realms – the sleek but tough sprinting spikes of the '60s and the chilled-out surfing shoes of the '80s.

Truly one of the most distinctive sneakers from PUMA's archive, the low-profile style boasts defining features such as its signature spiky sole and forefoot strap closure.

Introduced in a Light Grey and Yellow color combination earlier this year, the experimental sneaker is now set to launch in two neon variations for its second drop.

The Mostro made its official return through the lens of photographer Chris Maggio in New York City, showing the silhouette through the daily lives of several unique city dwellers. Following that, the Mostro reared its head at PUMA's "Welcome to the Amazing Mostro Show", a runway-event experience that kicked off New York Fashion Week.

The new PUMA Mostro colorways will be available starting March 23, 2024, at selected retailers worldwide including Kith, Slam Jam, LN-CC, END. Clothing, SSENSE, WORKSOUT.

Media Contact:

Alberto Turincio, PUMA Global Communication, Sportstyle – alberto.turincio@puma.com

Sandra Wedel, PUMA Global PR, Sportstyle – sandra.wedel@puma.com

PUMA

PUMA is one of the world's leading sports brands, designing, developing, selling, and marketing footwear, apparel, and accessories. For 75 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 about 20,000 people worldwide, and is headquartered in Herzogenaurach/Germany.