



PRESS RELEASE

THE PUMA MOSTRO FEY BRINGS A MONSTROUS TOUCH TO THE CLASSIC MARY JANE



Herzogenaurach, 19th February, 2025 – PUMA unveils the Mostro Fey, a harmony of the Mostro’s brave visual language, juxtaposed with the elegant and preppy charm of the Mary Jane.

Balancing a streamlined look with the Y2K-era, retrofuturistic edge of the Mostro, the new Mostro Fey is defined by a Mary Jane-style band across the open forefoot, in place of the strap closure that features on the original Mostro design. The stitchless upper is composed of a technical micro-ripstop and nubuck on the heel, with a Formstrip-shaped contour flowing across the cross-pollinated silhouette.

Originally released in 1999, and named after the Italian word for monster, the Mostro was instantly celebrated for its unique and brave look. Now, more than 25 years later, the Mostro Fey resurfaces as a modern street-style icon, embracing its rebellious spirit while evolving to embrace the moment.

The PUMA Mostro Fey is available in “Dark Amethyst/PUMA Black” and “Cool Weather/PUMA Black” starting March 1, 2025, from PUMA.com, PUMA flagship stores, and selected PUMA stockists.

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PUMA

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