



PRESS RELEASE

FULL THROTTLE: PUMA X SAN SAN GEAR RETURN WITH THE TALON AND MOSTRO CAGED



Herzogenaurach, October 30, 2025 – One year since their first collaboration, PUMA and San San Gear link up once again for a second concept-driven collection.

Continually exploring the notion of gear and how we define it, San San Gear places two innovative silhouettes at the center of the collection: the Talon and the Mostro Caged. The accompanying apparel borrows from the technicality of outdoor and sports, all rendered in a stealthy black color palette.

San San Gear's second Mostro collaboration takes on a Caged variation, changing out the shoe's original strap closure in place of half-shrouded asymmetrical lacing. Carrying over the same aesthetic language, San San Gear's Talon also adopts a muted color palette, as the progressive silhouette is fully immersed in pitch-black.

Cut-and-sew items such as the collection's jacket, pants, and shorts further bring the partnership's vision into sharper focus, as attention to detail and thoughtful, functional accents elevate the range of covert essentials. A knitted long-sleeve with anatomical cut lines on the body and arms anchors the collection, complemented by accessories including a practical bag and a cap with a unique tie-off closure.

The campaign showcases the collection in an urban backdrop, placing the utilitarian range within the rhythms of city life. Set against towering cityscapes and everyday delivery routes, the visuals highlight gear made for motion, for transition, and modern life.

PUMA x San San Gear is available starting October 31, 2025 from PUMA.com, PUMA flagship stores, and selected PUMA stockists.

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.