



PRESS RELEASE

THE PUMA MOSTRO IS HEATING UP FOR SUMMER IN TWO PERFORATED-LEATHER COLORWAYS



Herzogenaurach, July 9, 2024 – PUMA continues to turn up the heat, readying the low-top Mostro for a summer release.

Reimagined as a second skin, the Mostro debuts in a new pack of two premium, perforated-leather styles in monochromatic colorways. Mixing white and black color blocking on the upper, the Mostro takes on one of its cleanest color schemes to date.

The low-profile silhouette comes with defining features including its signature spiked sole and versatile strap closure.

First introduced in 1999, the Mostro takes its name from the Italian word for monster, which describes the shoe's new, hybrid look that borrowed inspiration from two diverse realms – the sleek but tough sprinting spikes of the '60s and the chilled-out surfing shoes of the '80s. Recently, PUMA reached into the archive to bring back the Mostro, marking the convention-defying silhouette's 25th anniversary.

This latest chapter in the Mostro depicts the originality and rebellious attitude of the experimental silhouette, with a series of sunbathed visuals captured in vibrant Marseille.

The latest PUMA Mostro is available starting July 13, 2024, at selected retailers worldwide including KITH, Slam Jam, END. Clothing, SSENSE, SNS, Atmos and SAISON.

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