



PRESS RELEASE

PUMA's Iconic Mostro is Back and Kicking Off New York Fashion Week

Herzogenaurach, Germany, 9 January 2024 – Sports brand PUMA will take the stage for a convention-defying experience to kick off New York Fashion Week on February 8th at 8PM at the Park Avenue Armory.

This experience will celebrate the return of the incomparable Mostro sneaker, which originally launched in 1999, and comes from the Italian word 'monster'. This mysterious and nostalgic experience will transport attendees to another world for humans and monsters alike.

In New York's historic Park Avenue Armory, PUMA will transform the space through light, music, projection and experiential elements to rediscover this iconic statement shoe.

Pulled from PUMA's storied archives, the low-profile silhouette boasts defining features such as its signature spiked sole and versatile strap closure. The selection of custom and commercial pieces will compliment the star of the show, the Mostro, and be featured from PUMA upcoming SELECT AW24 catalogue. A true hybrid proposition, the looks will highlight PUMA's position at the intersection of sport and culture.

Heiko Desens, Creative Director for PUMA explains, „With this show we will celebrate the comeback of one of our most unconventional 'low-profile' icons. We will also be using this moment to reveal some Mostro design concepts clearly pointing towards the future to build the sneaker archive of tomorrow.“

“The CFDA is delighted to welcome PUMA once again to New York City to stage their show on the eve of New York Fashion Week. PUMA's collaboration, energy and presence adds to the week's momentum, and we look forward to their creative prelude and fashion show,” said Steven Kolb, CFDA CEO.

Just like the Mostro itself, this show is intended to stand out as different from the rest.

Creative and production partners working on this show with PUMA include PRODJECT Agency and Creative Director, David Stamatis. Musical guests and talent will be revealed closer to the date of the show.

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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.