

PRESS RELEASE



FRENCH DESIGNER LOUIS-GABRIEL NOUCHI TAKES THE PUMA MOSTRO TO RADICAL NEW TERRITORY



Herzogenaurach, January 17, 2025 – PUMA officially announces a new collaboration with French independent designer Louis-Gabriel Nouchi. The partnership ushers in the new PUMA x LGN Mostro Mule, which made its debut on the runway last season, during Nouchi's SS25 presentation in Paris.

Nouchi's modern rework takes the original 1999 silhouette and updates it for 2025, imagining the Mostro with a backless, slip-on fit and streamlined shape, complete with one of the shoe's signature features, its distinctive spikes. The single-material rubberized construction has been rendered in two simple colorways: tonal white and black.

Following his SS25 show, Nouchi revealed more about his unique Mostro noting, "I synthesized the essence of the iconic Mostro shoes into a radical mule design using a single material, transforming it into both a design object and a comfortable sneaker."

This visionary collaboration takes its inspiration from the natural strength and grace of PUMA's namesake, the ferocious big cat.

The PUMA Mostro was originally introduced to the world over 25 years ago, containing design references to vintage track and surfing footwear. Known today for the incomparable look that made it a street-style icon, the silhouette takes its name from the Italian word for "monster."

The PUMA x LGN Mostro Mule will be available in two colourways from 23 January through LGN, and from 25 January at selected retailers.

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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.

Louis-Gabriel Nouchi

Winner of the ANDAM Fashion Award, Parisian designer Louis-Gabriel Nouchi is known for designs that challenge conventional perceptions of gender, age, and identity. Nouchi honed his craft at Raf Simons before establishing LGN, his eponymous menswear and womenswear brand, in 2018. Known for his fluid designs that champion self-expression, Nouchi creates each of his collections as tributes to a different book that has shaped his worldview.