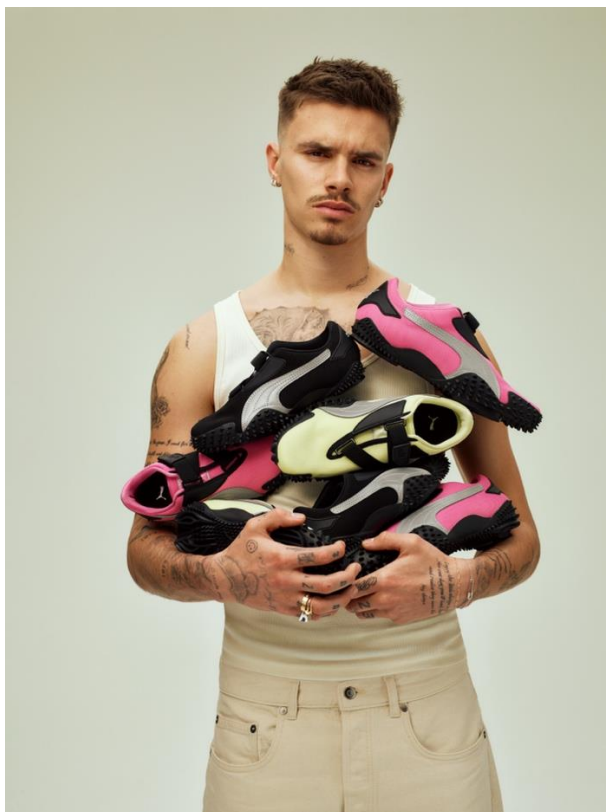




PRESS RELEASE

A TRIO OF NEW COLORWAYS TAKE OVER THE PUMA MOSTRO OG



Herzogenaurach, April 14, 2025 – First debuting in 1999 with a bold, boundary-pushing design that captured the spirit of the Y2K era, the PUMA Mostro now returns in its OG form.

Showing the Mostro in its purest and most original expression, this new trio of colorways maintains the Mostro's signature design features, including its sculptural shape, low profile, and avant-garde spiked sole.

Pink, yellow, and black colorways are each accentuated with a contrasting silver Formstrip on the upper, in addition to PUMA's leaping cat insignia on the heel, also rendered in silver.

Romeo Beckham effortlessly showcases how to blend the Mostro into everyday style, pairing the iconic silhouette with sleek, casual looks in the recent ASOS campaign.

Named after the Italian word for monster, the hybrid silhouette has gained renewed attention through special-edition releases and sought-after collaborations.

The PUMA Mostro OG is available now at PUMA.com, PUMA flagship stores, and select 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.