

PRESS RELEASE



PUMA AND LOUIS GABRIEL NOUCHI REVEAL PART TWO OF MOSTRO MULE



Herzogenaurach, May 27, 2025 – PUMA continues its collaboration with independent French designer Louis Gabriel Nouchi.

Once again, Nouchi turns his attention to the PUMA Mostro Mule, reworking the 1999 silhouette with two new colorways. The bold design is reimagined with a backless, streamlined shape and slip-on fit, complete with one of the Mostro's signature features, its distinctive spikes. The single-material rubberized construction has been rendered in two tonal colorways: brown and dark green.

For inspiration, the partnership between PUMA and Nouchi looks to the strength and grace of PUMA's namesake, the ferocious big cat.

Bringing the creative vision to life, Nouchi explains, “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.”

Inspired by vintage track and surfing footwear, the PUMA Mostro is known for its incomparable look that made it a street-style icon. Taking its name from the Italian word for “monster,” the ferocious silhouette remains a unique encapsulation of performance and style.

The PUMA x LGN Mostro Mule is available starting May 31, 2025, from selected PUMA 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.