



PRESS RELEASE

PUMA TAPS AMELIA GRAY TO BRING THE REBELLIOUS MOSTRO TO LIFE AFTER DARK



Herzogenaurach, June 2, 2025 – The bold PUMA Mostro continues to be reborn.

Spotlighting the ferocious and unconventional spirit of the Mostro, model and tastemaker Amelia Gray leads this latest campaign from PUMA. Amelia Gray's fearless style and her ability to define trends embody the Mostro itself – disruptive and utterly original.

After dark, Gray's unmistakable synergy with the silhouette comes to life through a striking series of visuals that explore moments of intimacy and fierce attitude during a night out. Through the campaign, anticipation continues to build, creating a fluid rhythm that mirrors the bold energy of the PUMA Mostro. As the night continues to unfold, Gray's curiosity ultimately draws new and bold connections.

"I love that the Mostro is comfy, cool, and just really easy to wear. It looks great with everything and instantly pulls the whole look together. It has that perfect mix of retro and modern that makes any outfit feel more elevated," says Amelia Gray.

Following collaborations and special-edition releases, the unmistakable Mostro continues to make noise. First released in 1999 and given the name “Mostro,” after the Italian word for monster, the silhouette takes its hybrid look from a 1960s track spike and a 1980s surfing shoe, culminating in a unique low-profile silhouette defined by its signature spiked sole and utilitarian strap closure. Now the PUMA Mostro shares the main stage with Gray.

On June 5, 2025, the first chapter is unveiled with the launch of the “Pelé Yellow” Mostro, available on PUMA.com, at PUMA flagship stores, and selected PUMA stockists, with more to come later in the year.

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PUMA

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