



PRESS RELEASE

PUMA AND JJJJOUND'S MOSTRO COLLABORATION IS A MASTERCLASS IN MINIMALISM



Herzogenaurach, July 2, 2025 – Delivering a masterclass in refined minimalism, PUMA and JJJJound reunite, introducing a new collection of PUMA Mostro created through the lens of the Montreal-based design studio.

Distilling the Mostro's bold silhouette into a thoughtfully executed pack, JJJJound once again applies his signature aesthetic to PUMA's design catalog, following up on a China-exclusive Suede release from 2022.

The understated and detail-driven interpretation spans across two separate colorways, each featuring a premium nubuck upper, paired with a supple leather liner, and the Mostro's spiked sole unit in black. Departing from the original Mostro design from 1999, but keeping the silhouette's unique edge, JJJJound swaps out the forefoot strap closure in place of more conventional lacing, which matches the shoe's butter yellow liner. Two colorway options

include Brown and Navy Blue, while PUMA's Formstrip is rendered with simple stitching across the upper. Lastly, JJJJound's branding is stamped on the shoe's sole insert.

JJJJound and PUMA have also created one execution that will be limited to a friends-and-family release. This version remains faithful to the original Mostro with a strap closure and two-tone colorway.

The JJJJound PUMA Mostro will be available starting July 10, 2025 on JJJJound.com and July 12, 2025 on selected 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.