



PRESS RELEASE

AMELIA GRAY AND THE PUMA MOSTRO TAKE CONTROL OF THE NIGHT



Herzogenaurach, July 24, 2025 – Amelia Gray returns in chapter two of her campaign with PUMA, stepping into the spotlight with the Mostro, a silhouette built to disrupt, made to stand out, and ready for wherever the evening leads. Showing the hybrid silhouette's versatility through her own style, Gray ventures out into the dazzling lights of the night, making the dance floor her own runway as the flashing lights and pulsing music amplify the Mostro's boundary-pushing spirit.

Two new colorways, bold pink and sleek black, channel Gray's fearless style and match the Mostro's rebellious energy step for step.

Originally released in 1999 and named after the Italian word for "monster," the Mostro draws from unexpected places: a 1960s track spike and a 1980s surf shoe. The result is a singular design defined by its spiked sole and utilitarian strap.

After a series of collaborations and limited-edition drops, the Mostro returns to the spotlight once again, louder, braver, and more confident than ever.

On July 24, 2025, the latest chapter is unveiled with the launch of the Mostro in Pink and Black, available on PUMA.com, at PUMA flagship stores, and selected PUMA stockists.

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PUMA

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