



## PRESS RELEASE

### ROSÉ IN FULL BLOOM: PUMA X ROSÉ CELEBRATES GLOBAL LAUNCH IN SHANGHAI



**Shanghai, September 8, 2025** – Shanghai came alive as Rosé and PUMA swept through the city with an immersive global launch experience celebrating their first collaborative collection. Designed as a curated physical journey, the space invited guests to explore, interact, and step inside Rosé's world, including an appearance from the global artist.

From the moment they entered, visitors were immersed in the collection, presented within a bespoke showcase inspired by the collection and Rosé's creative world.

The experience opened with a runway-inspired photo moment before leading into the main display and interactive zones. Guests posed for candid shots in a custom photobooth, listened to intimate voice memos recorded by Rosé, and explored the collection through a striking 3D holographic installation. Attendees could even curate their own PUMA x Rosé look on-site. At the letter wall, fans penned heartfelt notes as if writing directly to Rosé herself.

"Working with the PUMA team to bring the PUMA x Rosé collection to life has been a fulfilling journey, and celebrating its launch feels very special. It's an incredible experience to see the campaign come to reality and to see how people creatively style the pieces in their own way. This experience will be unforgettable," said Rosé.

PUMA x Rosé is available now, from PUMA.com, PUMA flagship stores, and selected PUMA stockists.

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**PUMA**

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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.