



PRESS RELEASE

PUMA TEAMS UP WITH THE KAWAII CREW OF HELLO KITTY AND FRIENDS



Herzogenaurach, September 29, 2025 – PUMA and Hello Kitty continue their ongoing partnership, introducing a playful new collaboration inspired by the spirit of customization.

Hello Kitty is joined by her friends Kuromi and My Melody in a capsule that celebrates her love of decorating everything in sight, from her diary to her phone to her entire bedroom, with stickers. Built around this playful motif, the collection is brought to life through all-over patterns, glitter accents, and sticker-inspired graphics across a full range of apparel and footwear.

For apparel, pastel tones unite the collection, with PUMA x Hello Kitty and Friends graphics and sticker album-inspired patterns that jump off of each design. The Slim Tee comes with a specially created graphic on the chest, going along with the collection's Pleated Skirt. A Bomber Jacket adds a preppy touch to the playful collaboration, while the Relaxed Crewneck is splashed with a bold print from neck to waist.

The attention to detail and stick-inspired motif carry over into the footwear, which comprises the Palermo, Easy Rider, and Suede XL. The Palermo is topped with a bow-accented Formstrip and a My Melody heel graphic, while the Easy Rider is adorned with an all-over pattern and a Kuromi cameo. Lastly, the Suede XL is fitted with a custom lace shroud that nods to Hello Kitty and her kawaii crew. Completing the collection's theme, each pair comes with a limited sticker sheet featuring Hello Kitty and all her pals inside the special-edition packaging.

The latest from PUMA x Hello Kitty is available starting October 2, 2025, from PUMA.com, PUMA flagship stores, and selected PUMA stockists.

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PUMA

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