



PRESS RELEASE

PUMA x ROMBAUT “LEVITATION” SNEAKER INVITES YOU TO JUMP INTO YOUR HIGHER SELF



Herzogenaurach, 25th February, 2025 – PUMA and ROMBAUT embark on a shared quest to rethink and elevate footwear design.

Looking through ROMBAUT’s unique lens, the concept-driven footwear collaboration embraces elements of past influences with futurism. Inspired by the PUMA archive, the partnership is also informed by Eastern philosophies, which elucidate human betterment through mindfulness, education and intentional action.

Through its minimalist design, the PUMA x ROMBAUT collection is designed to evoke peace, serenity, and harmony with nature. The design itself is defined by its innovative

“Levitation” sole, a floating heel piece underpinning the shoe’s structure, itself connected to a Formstrip that cages the knitted upper. The accompanying PUMA x ROMBAUT “Levitation” Sock takes on the same design language, replacing the knitted upper with a high-top sock fit, featuring a prominent ROMBAUT logo hit.

Made from recycled TPU components and man-made leather, the design is 100% vegan, in keeping with one of ROMBAUT’s commitments to sustainability and earth-friendly materials.

The “Levitation” concept originally made its debut at the brand’s Paris Fashion Week SS25 presentation, coinciding with ROMBAUT’s 10th anniversary.

The campaign presents the collaboration in an alternate realm, blending dream and reality while exploring the contrast between Eastern philosophy and hyper-capitalism. It questions desire and consumption—whether they express identity or true fulfillment.

The imagery also introduces ‘Brainsport’, a concept that unites mental and physical well-being, fostering clarity, resilience, and purpose in a fractured world. Levitation symbolizes the pursuit of wisdom, rising above chaos through mindfulness, knowledge, and action. Rather than offering answers, the PUMA x ROMBAUT collaboration invites us to question what elevation and jumping into your higher self truly means.

The PUMA x ROMBAUT “Levitation” collection is available starting March 1, 2025, from rombaut.com and selected PUMA stockists.

Campaign Credits:

Creative direction: Mats Rombaut @matsrombaut

Campaign Photography: Raphael Bliss @raphaelbliss

Styling and Art direction: Betsy Johnson @betsyjohnson_

Hair: Charlie Le Mindu @charlielemindu

Makeup: Catalina Sartor @catalinasartor_

Talents: Yen-Ching Lin @yenchinglin624, Oscar Li @oscarjinhuli, Gleb Sazonov

@glebsazonov_, Mats Rombaut @matsrombaut

Runway Photography: Pietro d’Aprano @pietro_daprano

Close-up Photography: Marc Souvenir @souvennir

Media Contact:

Alberto Turincio, PUMA Global Communication, Sportstyle – alberto.turincio@puma.com

Sandra Wedel, PUMA Global PR, Sportstyle – sandra.wedel@puma.com

Alexandre Pona, ROMBAUT PR & Communication – alexandre@rombaut.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.

ROMBAUT

Parisian label ROMBAUT was founded in 2013 by Belgium-born Mats ROMBAUT. Committed to 100% vegan design, the label is known for its innovative creations made from plant-based materials, recycled fibers, and high-grade artificial leather, in pursuit of future-minded fashion with humanist principles at the forefront. ROMBAUT is also known for its experimental footwear, which explores culture, aesthetics, and technology.