

PRESS RELEASE



PUMA TAKES OVER PARIS FASHION WEEK WITH AN IMMERSIVE BRAND SPACE



Paris, January 20, 2025 – This season, culture and community intersect in Paris, as PUMA is gearing up for its most monumental and immersive fashion week experience to date.

Arriving in the French capital for four full days of programming, PUMA's Paris Fashion Week takeover includes exclusive product previews, collector-led exhibition spaces, customization workshops, late-night fêtes, and so much more. To make the event a reality, PUMA has tapped collaborative partners like Slam Jam, Studio Hagel, Hart Copy x Inside Tag, Uniform Display and Cold Archive to celebrate the brand, several of its most iconic silhouettes, and more.

The event is an homage to the world of Mostro, with monstrous design elements throughout. Seasonal previews will feature the PUMA King and PUMA Speedcat, in addition to new collaborations and key apparel highlights.

Starting with an invite-only experience, the fashion-week function kicks off with Studio Hagel's customization workshop, followed up Slam Jam and PUMA's after-party.

Opening up to the public on day two, PUMA hands the reigns to Cold Archive who will curate an experiential exhibition inspired by tattoo art, rave rhythms, and youth culture. Uniform Display leads day three when the space turns into a runway show's backstage, allowing guests to experience the raw creative processes behind the styling, casting, preparation, and hands-on reality of fashion week.

Throughout the duration of the event, a special exhibition space brought to life by footwear cataloguists Hart Copy and collectors Inside Tag will bring the PUMA archive to Paris, as a showcase of hand-picked models leading up to the Mostro era. Obscure and lesser-known models will illuminate decades of PUMA's rich design history.

"We are bringing the best and brightest from the PUMA family to Paris Fashion Week, creating an unforgettable experience that underscores the brand's growing importance in the fashion and streetwear space. This isn't just for industry insiders – we are opening the doors wider, connecting communities, and ensuring our impact is felt far and wide. With this event, we will share incredible stories and set a new standard. This is PUMA showing up, standing out, and merging sneaker culture with fashion like never before", says Richard Teyssier, PUMA's Brand and Marketing VP.

PUMA Mostro House

7 Rue Froissart
75003, Paris

January 22: Invite Only

January 23: 15:00 - 20:00, Open to Public

January 24: 14:00 - 20:00, Open to Public

January 25: 09:00 - 17:00, Open to Public

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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.