



ROMBAUT

## PRESS RELEASE

### PUMA AND ROMBAUT WANT YOU TO TRANSCEND YOUR REALITY



**Herzogenaurach, 30<sup>th</sup> April, 2025** – PUMA and ROMBAUT continue their bold, concept-driven footwear collaboration, centered around their innovative "Levitation" design, with Drop 2.

Following the sell-out success of Drop 1, which captured attention for its futuristic aesthetic, this new release builds upon the first collection's bold vision, introducing two new colorways of the PUMA x ROMBAUT "Levitation" series.

The highlight of Drop 2 is the low-top PUMA x ROMBAUT "Levitation" in a striking Medic Green colorway, featuring a laceless mesh upper and the ROMBAUT logo on the toe. This design is underscored by the groundbreaking "Levitation" sole featuring a floating heel element that gives the shoe a unique and dynamic structure, challenging traditional footwear conventions. The release also includes the PUMA x ROMBAUT "Levitation" Sock in an exclusive White colorway showcasing pre-worn detailing and signature Rombaut finishing.

Both styles stay true to ROMBAUT's ethos of sustainability. Crafted with recycled materials, the collection is entirely vegan, furthering ROMBAUT's dedication to using earth-friendly components.

The "Levitation" design first captured attention at ROMBAUT's Paris Fashion Week SS25 runway show, which marked the brand's 10th anniversary. The initial colorways were launched in March 2025, setting the stage for this exciting follow-up drop.

The imagery supporting this second drop presents the collaboration in an alternate realm, blending dream and reality. It questions desire and consumption—whether they express identity or true fulfillment. Levitation symbolizes the pursuit of wisdom, rising above chaos through mindfulness, knowledge, and action.

The PUMA x ROMBAUT Levitation Medic Green colorway drops on May 3, 2025, and will be available at [rombaut.com](https://rombaut.com) and selected retailers. The exclusive PUMA x ROMBAUT "Levitation" Sock White will be available at SSENSE and [rombaut.com](https://rombaut.com) only.

Credits:

Creative direction: Mats Rombaut @matsrombaut

Campaign Photography: Raphael Bliss @raphaelbliss

Runway Photography: Pietro d'Aprano @pietro\_daprano

Close-up Photography: Marc Souvenir @souvvennir

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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.

**ROMBAUT**

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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.