



## PRESS RELEASE

### PUMA BRINGS GLOBAL ENERGY TO SEOUL WITH IMMERSIVE H-STREET LAUNCH EXPERIENCE

ROSÉ, PUMA GLOBAL AMBASSADOR, HIGHLIGHTS THE EVENING



**Seoul, May 16, 2025** – PUMA kicked off their immersive H-Street brand experience in Seoul, celebrating the upcoming launch of the new PUMA H-Street sneaker, with an exclusive VIP opening.

PUMA family and friends came together, with global ambassador and K-pop sensation Rosé in attendance, joined by local talents Yeji, Yuri Jo, Juyeon, Jungwon Cha, and Junyoung Lee. Music was curated by Ring Seoul, a community-driven space rooted in Seoul's post-pandemic club culture and known for its immersive sound experiences.

The PUMA H-Street event in Seoul is part of the Future Archives activation, a high-design, culture-driven series that honors the brand's low-profile silhouettes by archiving heritage while propelling culture forward. This four-day immersive activation features various partner-dedicated spaces, centered around styling, music, and design, as PUMA shares the stage with a range of collaborators. Inside Tag and Cold Archive are on hand in Seoul, curating an installation of archival products and community activations. PUMA has also tapped Korean partners – including art galleries, artists, musicians, and local magazines like Eyesmag. The event takes place at Layer 41, where a futuristic, gallery-inspired setup with reinterpreted track-and-field elements houses the special launch, paying homage to the running heritage of the new silhouette.

“The opening night was a massive success. It was incredible to see so many familiar faces from the PUMA community show up and support this moment. Seeing all the different ways people styled the H-Street, watching them customize their pairs, explore the space – it just felt special,” says Christina Mirabelli, Global Marketing Director PUMA Sportstyle.

The PUMA H-Street event in Seoul is open to the public from May 16 to 18.

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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.