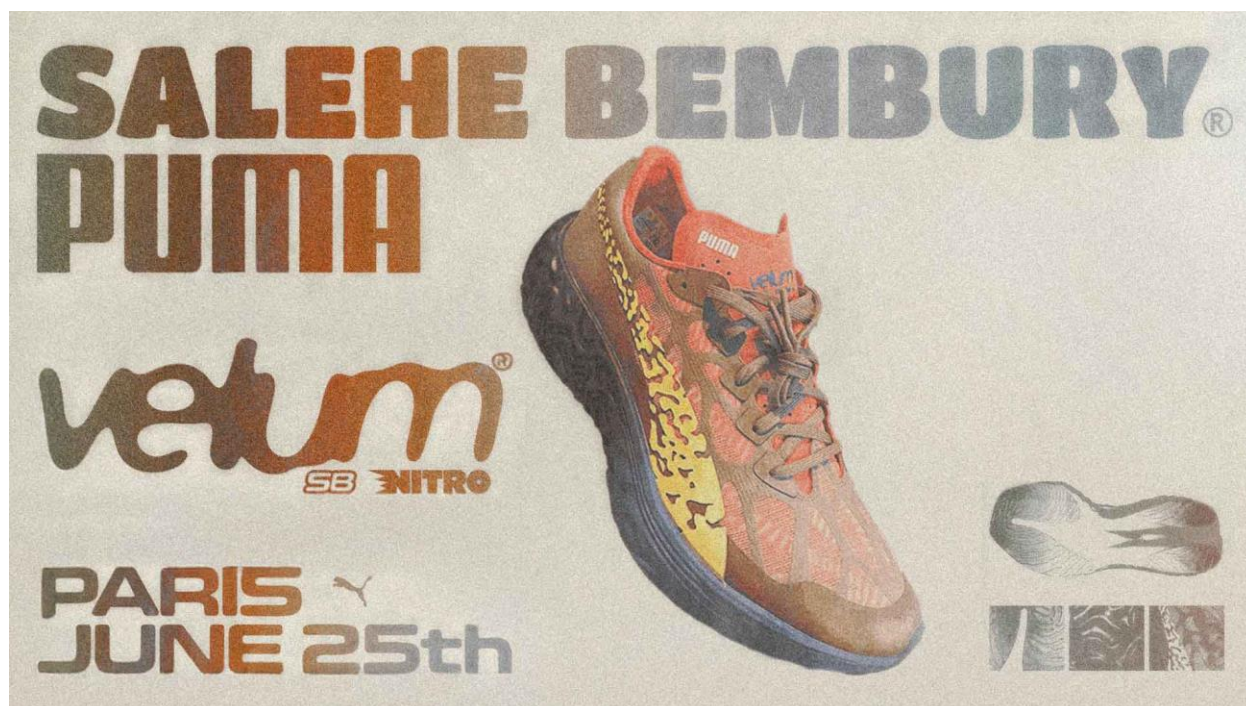




PRESS RELEASE

PUMA AND SALEHE BEMBURY'S PARIS FASHION WEEK BRAND EXPERIENCE UNVEILS BIOMETRIC BEAUTY



Paris, June 19, 2025 – Following the Mostro House takeover at Paris Fashion Week in January, PUMA returns to the French capital, this time unveiling a visionary collaboration with designer and new PUMA partner Salehe Bembury. The unique experience invites guests into a world of biomorphic beauty and engineered imagination, highlighted by the new Velum, Bembury's first lifestyle silhouette with PUMA, featuring NITROFOAM™.

Throughout the experience, installations and product displays untangle Velum's evolution from concept to sneaker. The space opens with an invite-only gathering, followed by a public pop-up at 12:00 on June 25, where 100 pre-release pairs of the Velum will be available exclusively. Bembury himself will be on hand to greet guests and sign the first pairs of his new collaboration. The space then opens to the public across three days.

Inside, guests are invited to step directly into the mind of Bembury, a universe where nature and machine are in dialogue. At the center is a futuristic lab, a space where the Velum is displayed as

an artefact under observation. Mixing Bembury's signature design language and love for organic shapes with PUMA technology, the Velum spills beyond the shoe and takes over the entire environment: organic textures emerge from the walls, ripple beneath the floors, and extend overhead.

To round out the experience, PUMA brings elements of the H-Street installation, first introduced during the recent launch in Seoul, to Paris. Visitors will have an exclusive chance to preview the new low-profile silhouette up close, ahead of its official launch later in June.

PUMA X SALEHE BEMBURY

*18 Rue Saint Gilles
75003, Paris*

June 25:

12:00 PM PUMA x SALEHE BEMBURY POP-UP
3:00 - 7:00 PM PUMA HOUSE, open to public

June 26:

11:00 - 7:00 PM PUMA HOUSE, open to public

June 27

11:00 - 7:00 PM PUMA HOUSE, 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.