

## PRESS RELEASE



### PUMA'S TALON SNEAKER IS REIMAGINED BY NO/FAITH STUDIOS



**Herzogenaurach, 4<sup>th</sup> September 2025** - PUMA's Talon sneaker silhouette is reimaged by NO/FAITH Studios.

The bold interpretation of the Talon is defined by a distressed denim-look with a worn-in patina, unique paneling that references vintage racing uniforms, and an external cage anchoring the sneaker in modern design. The result is a shoe that feels unarchived from its Y2K past yet melded with modern performance sensibilities.

Steeped in sombre textures and colors, the campaign was captured by Beltran Gonzalez, who utilizes his signature approach to compositions, expressing themes of authenticity,

vulnerability, and introspection in a melancholic but humanistic arrangement of visuals that showcase NO/FAITH Studios' brooding take on the Talon.

Originally launched in 2004, the Talon was a Y2K-inspired sneaker known for its low-profile silhouette and unique rippling lines that sweep across the upper.

The NO/FAITH Studios x PUMA Talon launches on September 5<sup>th</sup>, 2025, at GATE 194, ahead of wider availability from PUMA.com, PUMA flagship stores, and selected PUMA stockists.

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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.

**NO/FAITH Studios**

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Founded by designer Luis Dobbeltgartenhas, NO/FAITH Studios is an independent fashion brand recognized for its distressed aesthetics and subculture-driven sensibility. Defined by a muted color palette, signature proportions, and experimental cuts, the label frequently works with denim and explores dark, oversized silhouettes, occasionally punctuated by striking graphic elements.