



## PRESS RELEASE

### PUMA AND LOUIS GABRIEL NOUCHI UNVEIL SLEEK MOSTRO SOCK



**Herzogenaurach, 23<sup>rd</sup> September 2025** – PUMA and French independent designer Louis Gabriel Nouchi present the Mostro Sock, a bold, modern evolution of the original 1999 hybrid silhouette.

This sleek evolution trades the signature strap closure for a sleek, ankle-high sock profile, while preserving iconic Mostro details with its recognizable spiked rubber sole. The outsole's aggressive tread pattern features distinctive visual texture, staying true to the original Mostro's sport-inspired DNA. Available in black and khaki, each pair features a breathable textile upper and a functional rear pull tab for easy on-and-off wear.

Drawing influence from the textiles and shapes used in running and football styles, the Mostro Sock also introduces accessibility-focused innovation, with its laceless slip-on design offering effortless wear for para-athletes.

The PUMA x LGN Mostro Sock is available starting September 27, 2025, from [louisgabrielnouchi.com](http://louisgabrielnouchi.com) 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.

**LOUIS GABRIEL NOUCHI**

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A graduate of La Cambre School of Visual Arts, Louis-Gabriel Nouchi began his journey within the world of fashion at prestigious institutions such as Vogue Paris and Raf Simons, where he sharpened his artistic vision. In 2018, he took a bold step forward by founding his eponymous label, LGN LOUIS GABRIEL NOUCHI.

From the very beginning, Nouchi's work has been defined by a contemporary approach to tailoring and an unconventional take on silhouettes. His talent first gained recognition in 2014, when he was nominated at the Hyères Festival, winning both the Camper Award and the Palais de Tokyo Prize. This early success set the stage for a career marked by constant innovation and rising acclaim.

In 2023, LGN LOUIS GABRIEL NOUCHI reached a new milestone, receiving the Grand Prix of the prestigious ANDAM Fashion Award, cementing its place as a visionary voice in today's fashion landscape.

Beyond his own collections, Nouchi has collaborated with Galeries Lafayette and Paris Saint-Germain, and extended his reach internationally with projects for Puma, Ecco Kollektive, and Heineken. Most recently, he designed the costumes for the opening ceremony of the Paralympic Games, a project that further showcased his ability to merge creativity, cultural resonance, and global visibility.