



PRESS RELEASE

FORGET GRAVITY – PUMA x ROMBAUT SEASON 2 IS HERE



Herzogenaurach, November 18th, 2025 — Following the tremendous success of their first sold-out collaboration and the now iconic “Levitation” sole, PUMA and ROMBAUT return for Season 2, the final installment of their partnership. Evolving the original design, this chapter explores transformation: grounded yet elevated.

The collection features three new styles with an upper inspired by the iconic PUMA Speedcat silhouette, fusing aerodynamic curves with Rombaut’s distinctive design language.

In true ROMBAUT fashion, the Speedcat receives a retro-futuristic upgrade. Crafted from technical silver mesh and man-made leather, the design features ROMBAUT’s signature cell bubble detailing — creating an organic, fluid silhouette that nods to the brand’s vision of harmony between nature and technology.

The White edition contrasts a gum sole with a soft suede toe, offering a minimalist interplay of purity and texture. The Black version, with brown distressed tooling, evokes depth and raw emotion — completing the trio with a sense of grounded intensity.

The campaign for Season 2 captures the lightness of youth, the innocence, and the freedom that emerges when the weight of the world fades. Levitation becomes more than a design: it's a feeling of being worry-less and unbound, but still connected. Floating through nature, the wearer exists between dream and earth, suspended in a moment where nothing pulls them down.

In a world of chaos, Season 2 is a refusal to be brought down. Through the disorder, we rise, levitate, and reclaim a sense of freedom.

The silver and white colorways will be available starting November 22 on rombaut.com and at select retailers, including Slam Jam, Luisaviaroma, GR8, Notitle, and Casestudy. The black colorway will be sold exclusively on rombaut.com.

Campaign Credits:

Direction & Videography: Rombaut Studio @rombautofficial

Photography: Marc Souvenir @souvennir

Styling: Antonella Simes @antosimes, Aldana Simes @aldysimes

Media Contact:

Alberto Turincio, PUMA Global Communication, Sportstyle – alberto.turincio@puma.com

Sandra Wedel, PUMA Global PR, Sportstyle – sandra.wedel@puma.com

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.

ROMBAUT

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.