



## PRESS RELEASE

### "WELCOME TO THE AMAZING MOSTRO SHOW" PRESENTED BY PUMA

**NEW YORK, NEW YORK, FEBRUARY 8** - PUMA presented "Welcome To The Amazing Mostro Show", a convention-defying experience to kick off New York Fashion Week. Presented at New York's historic Park Avenue Armory, PUMA transformed the space through light, projection, experiential elements and musical performance by Eartheater to celebrate the return of the convention-defying low profile Mostro sneaker.

Originally launched in 1999, 'Mostro' comes from the Italian word 'monster'. Pulled from PUMA's storied archives, the low-profile silhouette boasts defining features such as its signature spiked sole and versatile strap closure. Styled by Alastair McKimm alongside PUMA Global Creative Director Heiko Desens, PUMA showed a selection of custom and commercial pieces from their upcoming AW24 collections that complement the star of the show, the Mostro. Ground breaking when it first launched, and a work of art today, the Mostro highlights PUMA's brand position at the intersection of sport and fashion.

PUMA x F1 Creative Director A\$AP Rocky directed and starred in a Mostro campaign which launched just before the show across digital and social channels.

Noteable guests included Emily Ratajkowski, Ashley Graham, Davido\*, Kyle Kuzma\*, Becky G, Hari Nef, Eartheater, Caleb McLaughlin\*, GloRilla, Lauren London\*, Jay Brown\*, Emory Jones\*, Rickey Thompson, Yvesmark Chery, Stephanie Hui, Coco Bassey, and Harry Hill.

*\*PUMA Partner*

#### **RISER IMAGERY & HIGHLIGHT REEL**

*Riser Courtesy of Dan Lecca*

*Highlight Reel Courtesy of Bureau Future*

#### **SHOW IMAGERY**

*First Looks / BFA, Madison Voelkel*

*Performance / BFA, Zach Hilty*

*Arrivals, Courtesy / BFA, Matteo Prandoni*

*Front Row / BFA, Billy Farrell*

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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.