

BRAND PERFORMANCE

Our Stores



NEW YORK, NEW YORK!

In August 2019, we opened our biggest PUMA Flagship Store globally at the most prestigious shopping location in the world: Fifth Avenue in New York City. Just a stone's throw away from Rockefeller Center, the store offers an immersive PUMA brand experience on 1,670 square meters. Spread over two floors, customers can find the latest PUMA products, race down the streets of New York City in our Formula 1 race simulators, test the latest PUMA football boots in a virtual San Siro Stadium or personalize their shopping in our customization studio. The changing rooms at the store are fitted with "magic mirrors," which allow customers to try on clothes virtually and take selfies when trying on new PUMA gear.

Our brand ambassadors Walt "Clyde" Frazier, Boris Becker and Usain Bolt joined PUMA Basketball's creative director Jay-Z in a star-studded opening event in August, making sure that every New Yorker was aware that PUMA is back in town.

PUMA Flagship Store Facts

Address: Fifth Avenue, Corner 49th Street

Size: 1,670 square meters

Product Areas: Accessories, Basketball, Golf, Kids, Motorsport, NYC Zone, Running/Training, Select, Sportstyle, Teamsport



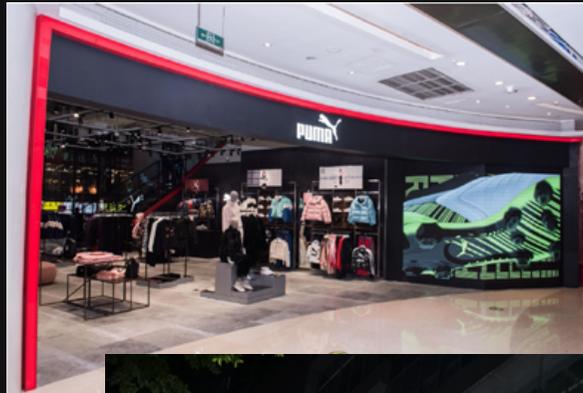
IAPM MALL, SHANGHAI, CHINA

We were excited to open our store in Shanghai right before Christmas in the IAPM Mall. With a sales area of 601 square meters, the store features the best of PUMA products and a Select zone, which shoppers can access through a separate entrance. This new landmark boosts PUMA's DNA and shows off our Motorsport credentials in a one-of-a-kind F1 simulator with a personalized Shanghai track.

The location at the IAPM mall, known around the world, positions PUMA as one of the big sports and fashion brands on the Asian market.

CHONGQING, CHINA

With a total sales area of 492 square meters, PUMA opened a full-price store in Chongqing in China in December. Located in one of the busiest streets of this populous city, the store is easily recognized by its impactful façade, which elegantly displays the extended catalog of product the brand can offer to consumers.



SCALO MILANO, ITALY

In June 2019, PUMA opened a 472-square-meter store in a premium outlet village located only a short drive away from the city center of Milan, Italy. As sponsor of AC Milan, the brand has dedicated a permanent area to Teamsport, offering a wide range of customization services to the customers.