Project Description

Situated in the immediate vicinity of the Centre Pompidou, PUMA’s newly designed flagship store in Paris shows how innovative retail design can be playfully harmonised with aspects of sustainability. A wide selection of shoes, clothing, and accessories is presented here over two floors and more than 200 square metres of sales space. The interior architecture forms a grand setting in which to present the products. In addition, lively customer interaction is encouraged through the integration of state-of-the-art communication media into the store design. For example, the “Joy Pad”, a transparent red wall made of 32 iPads, plays content that changes at regular intervals. And the PUMA Peepshow, a red box that opens to show video clips while shoppers try on clothes, brings the fun and joy of the shopping atmosphere into the fitting rooms. First of all, however, the eye is caught by the display window on the first floor with its outsized, stylised footwear display in the form of the legendary PUMA Suede. The stripe and sole are illuminated in changing colours by means of LED technology.

Despite the many humorous elements, the concept nevertheless places great value on sustainability. The structure of the existing walls remained extensively untouched, thereby reducing the quantity of building materials used.

The forestry products used are of certified origin, low-emission dyes and adhesives protect the health of customers, and hangers made from corn starch reduce waste. Energy-saving halogen metal vapour lamps are used in combination with highly efficient LED spots to give the product presentation a high level of colour reproduction and generous colour brilliance. The long lifespan of the luminaires used also keeps maintenance costs pleasingly low.

Related Products

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RETAIL PROJECT

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Project Photos
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