



## **Shawmut Design and Construction unveil PUMA flagship with Design Republic**

December 17, 2019 - New York City

Manhattan, NY PUMA North America opened the doors to its first-ever U.S. flagship store. In collaboration with design firm Design Republic and construction management firm Shawmut Design and Construction, this project is on the forefront of pushing retail norms with its unique environment, focused on immersive customer engagement.

Located on the corner of Fifth Ave. and 49th St., the 18,000 s/f space, accommodating two levels of performance and athleisure apparel, makes this flagship a must-see destination along Fifth Avenue's renowned retail corridor. The store will house PUMA'S full assortment, including soccer, motor-sport, basketball, golf, kids, and lifestyle apparel.

In a design-build effort, Shawmut and Design Republic brought the store's unique, eye-catching façade to life, paying tribute to the brand's iconic suede tread pattern. The interior finishes reflect an urban industrial feel with its concrete columns and floors complimented by an exposed industrial ceiling design.

The customer experience is supported by cutting-edge technology developed by Green Room Design in the innovative customer engagement areas. From racing down streets of NYC in the F1 racing simulator, to testing gear with virtual soccer coaching in the Skill Cube simulator that places users on the pitch at San Siro Stadium in Milan, and virtual bleacher seating at the NBA2k gaming experience zone, visitors can experience the PUMA brand in many unique and exciting ways. Customers also have the opportunity to interact with the brand and partnering artists and designers in the exclusive customization studio using paints, dyes, patchwork, embroidery, 3D-knitting and laser printing.

This project represents the latest in Shawmut's and Design Republic's collaborations, including the Bottega Veneta flagship on Madison Ave, Paul Stuart on Madison Ave, as well as multiple locations for Tom Ford, David Yurman, and Hugo Boss.

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