



VISUAL 1 : SHOWING PROJECTION ZONE 1 FROM
THE ENTRANCE OF PUMA:COTTON

CONCEPT

AN INFORMATIVE STORE TO PROMOTE THE USES AND IMPORTANCE OF SUSTAINABLE MATERIALS IN PUMA PRODUCTS THROUGH EXHIBITION OF THE FOREVER BETTER COLLECTION, AS WELL AS SHOWCASING THE BENEFITS OF MINIMALISM AND DEMATERIALISATION THROUGH STORE DESIGN.

RESEARCH - (PUMA, 2020)



100% of cotton used in PUMA products comes from certified sustainable sources such as The Better Cotton Initiative.



30,000 tonnes of cotton is used per year by PUMA for their apparel, footwear and accessories.



PUMA has four sustainable collections within their Forever Better Campaign that focus on promoting topics of environmental waste reduction, wider use of sustainable materials and increased recycling.



PUMA is creating a circular economy by an attempt to minimise waste through repurposing used materials and old products. There is a goal to have 100% takeback schemes from PUMA's major markets by 2025.



PUMA has targets to increase their use of recycled materials such as polyester and cotton as well as substitute other materials for recycled ones by 2025.

COLOUR SCHEME



The colour scheme for this concept consists of very natural and neutral colours which represent pureness in the form of sustainability and the environment as well as simplicity and cotton itself. These colours are calm and will make the customers feel welcomed and relaxed whilst shopping, this in return will attract shoppers back to the store as a feel-good atmosphere is created.

3 WORD STRATEGY

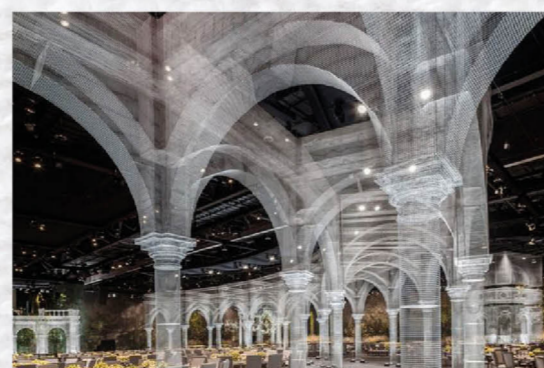
PURE



MINIMAL



DELICATE



PROTAGONIST

This concept is aimed at people who care about the materials and processes used in creating clothing and are aware of and against the damage that fast fashion causes today. The sustainable store will attract others, who are not as concerned over environmentally friendly products and processes, to buy from the Forever Better collection through an incentive of a PUMA discount.



CONCEPT MODEL MADE OF COTTON AND WIRE

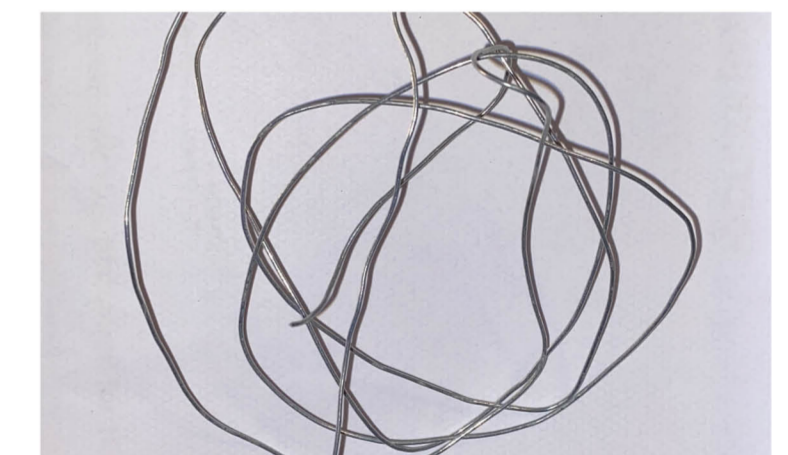


These models were the inspiration behind and essential to the development of the design concept. The use of wire and fabric was influenced by installations by Do Ho Suh who creates sculptures of the places he has lived in.

MATERIALITY

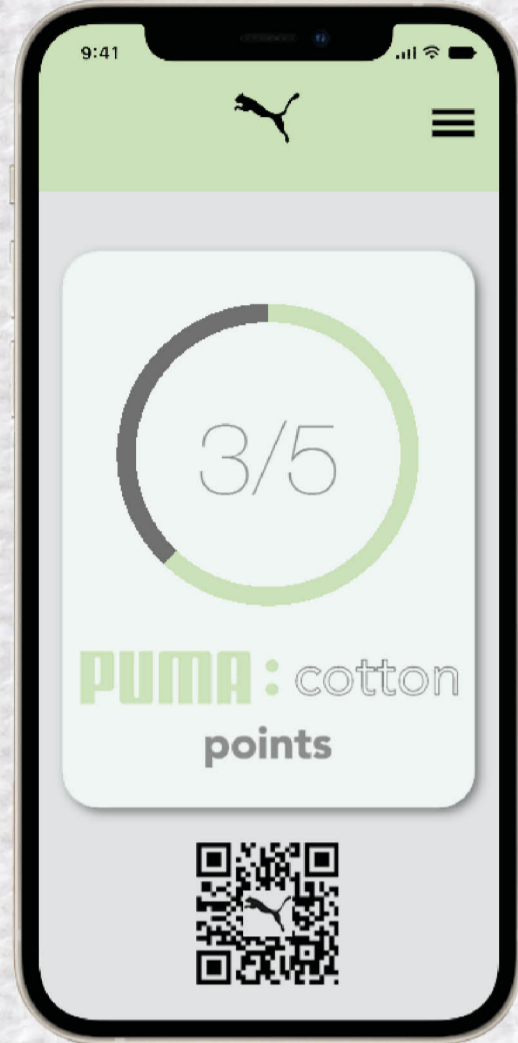


COTTON SHEET



METAL WIRE

Minimal materials will be used in an attempt to be sustainable and focus on dematerialisation, which is the reduction of the total amount of materials and energy used in products and services. The materials are based off of research of Puma's most sustainable materials and the concept model made using cotton with a wire frame. Cotton sheets are used for the store walls and will be plain white to emphasise the minimalism and purity. Metal wires are used as decorative wall support that will assist in holding them upright and taut.

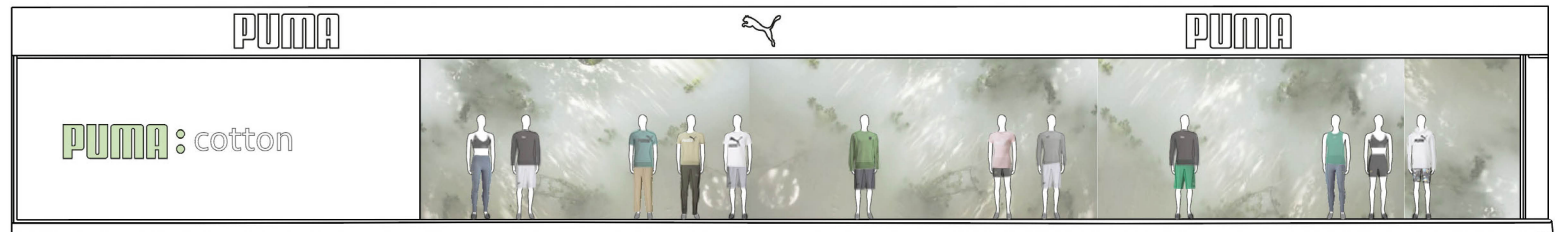


PUMA:cotton POINT SYSTEM

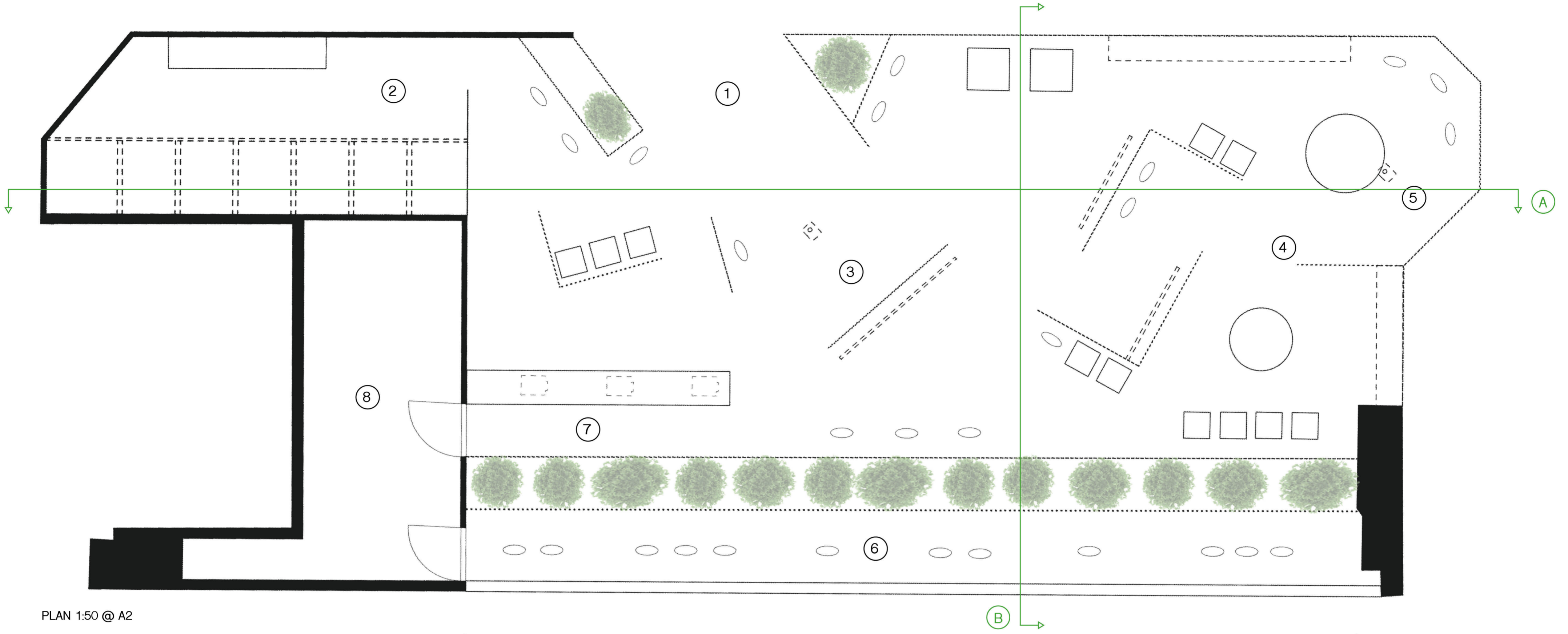
Customers who buy from this store will gain a point per item bought and when they reach 5 points they are able to receive a 20% discount on other PUMA products outside of the Forever Better collection. This will work through the PUMA app where there will be a tab for PUMA:cotton which will show a QR code to be scanned at checkout in-store and the amount of items purchased will be recorded. This scheme is to attract customers to buy more sustainable products and reward them for their loyalty and positive environmental impact.



VISUAL 2 : SHOWING THE LAYOUT OF THE STORE AND COTTON SHEET WALLS FACING THE REFLECTION AREA



SECTION ELEVATION 1:75 @ A2

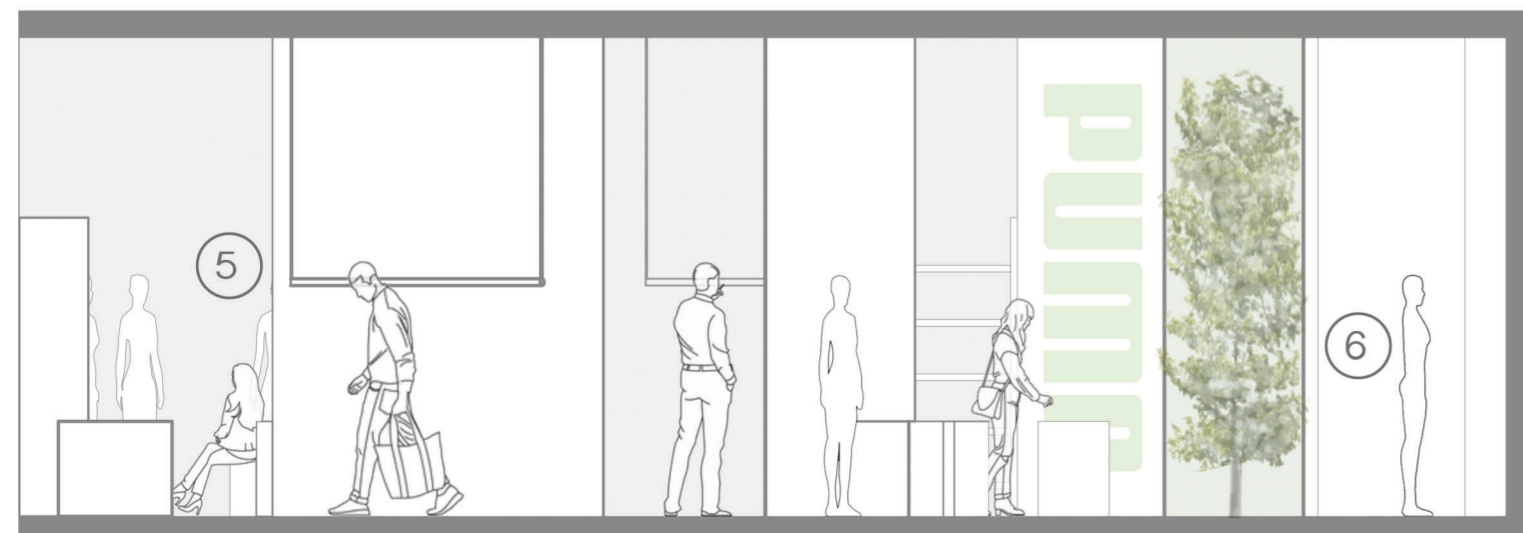


PLAN 1:50 @ A2

16250mm 1:1

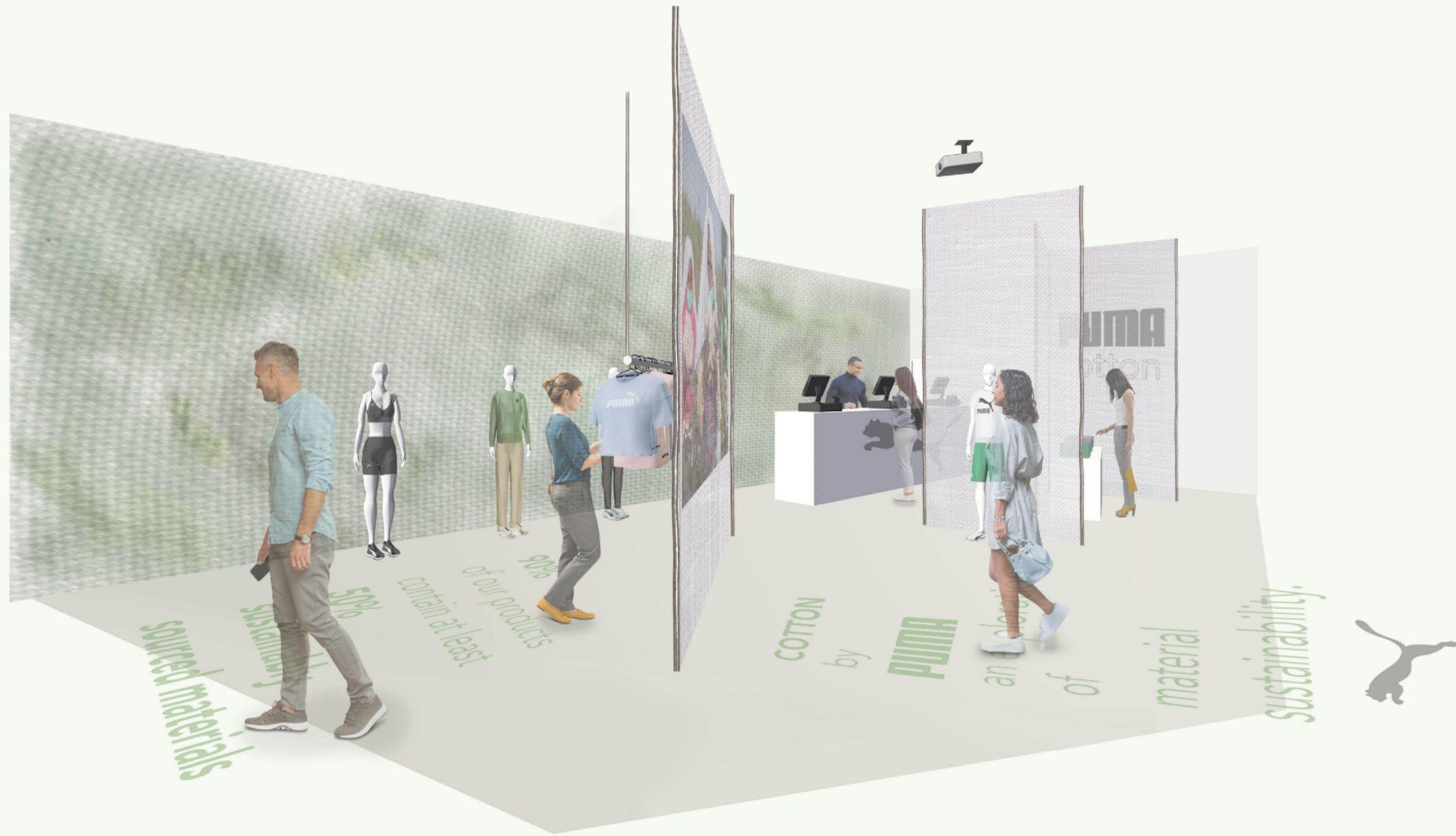


SECTION A 1:50 @ A2



SECTION B 1:50 @ A2

- | | | |
|---------------------------------|---------------------------------|-------------------|
| ① PUMA:COTTON ENTRANCE | ④ REFLECTION AREA | ⑦ CASHIER |
| ② COTTON FITTING ROOMS | ⑤ INFORMATIVE PROJECTION ZONE 2 | ⑧ STORAGE ROOM |
| ③ INFORMATIVE PROJECTION ZONE 1 | ⑥ DISPLAY WINDOW | --- COTTON SHEETS |



VISUAL 3 : SHOWING THE ENTRANCE AND PROJECTION WALL 1

CUSTOMER JOURNEY SHOWING KEY TOUCHPOINTS OF THE STORE

- ① VISUAL 1
- ② VISUAL 2
- ③ VISUAL 3
- ④ VISUAL 4



VISUAL4 : SHOWING PROJECTION ZONE 2 AND PART OF THE REFLECTION AREA