



Concept

A futuristic, laboratory inspired store celebrating manufacturer and customer through personal experiences and cosmopolitan connections, forming an intersection between the present and the future. Situated at the heart of the store is a 3D printing 'theatre' producing the newest Puma collections with sustainable materials sourced through the Puma X First Mile Project. Traumfabrik will introduce a tailored app entailing a creative community with NFT designs, the 'We Care' project and reward systems for high value customers, as well as the paying system which will provide a smooth and till-less check out in store.



Wild For Life
The puma is not only the animal behind our name but also represents what we stand for: agility, speed and elegance. The habitat of pumas spreads from southern Alaska down to the tip of Chile. As many species, their population is continuously declining due to loss of habitat and lack of prey.
We care about the Puma and endangered species. This is why we established the 'Wild For Life' programme.

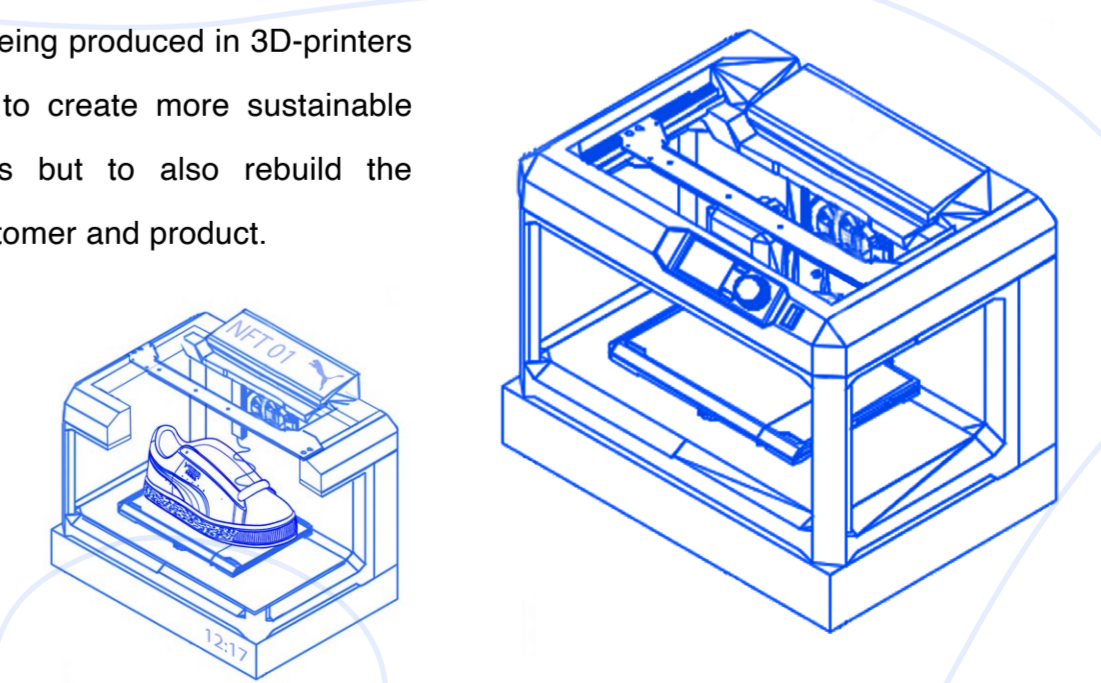
Beyond First Mile
The Puma x First Mile project collaborates with people from Taiwan, Indonesia and Haiti to collect plastic and recycle it into yarn for new clothing. As part of this initiative we established an education system for people, providing opportunities in the future, beyond our collaboration. We believe that education is a human right and everyone must have free access to it.
We care about the environment and the people and this is why we founded the 'Beyond The First Mile' Project.

Why?

- 75 %** of Gen Z shoppers said they valued a "well-curated store experience focused on a limited number of products" - WGSN (2022)
- 60 %** of e-commerce sales were influenced by physical stores - WGSN (2022)
- 69 %** of people would like to know how their clothes were manufactured - Fashion Revolution (2020)
- 58 %** value in-store shopping as an opportunity to disconnect from the digital world viewing it as akin to a social excursion - WGSN (2022)

3D Printing

In this store, shoes are being produced in 3D-printers using recycled plastics, to create more sustainable manufacturing processes but to also rebuild the relationship between customer and product.



PUMA

'WE CARE'

An initiative by Puma towards a better planet and happier people. One third of each purchased item from this store will be donated towards our wildlife and education projects. We are 100% transparent with our donation processes.



Puma App

The App enables customer and the brand to be connected with each other closely. It offers information about 'We Care', a creative NFT community, a reward system for high value customers and the in-store payment.



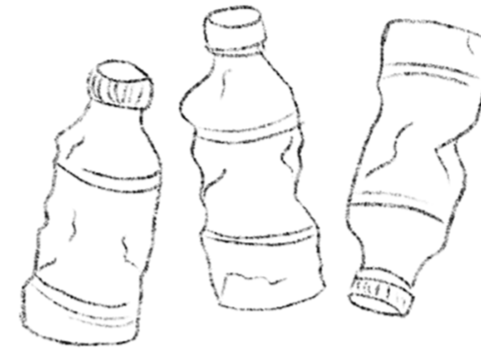
Helen Haeussermann

01



First Mile Collectors source plastic bottles from communities to trade at local plastic collection centres.

02



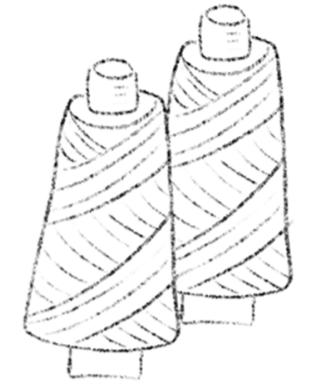
Once collected, the bottles are prepared and transported to our recycling facility for processing.

03



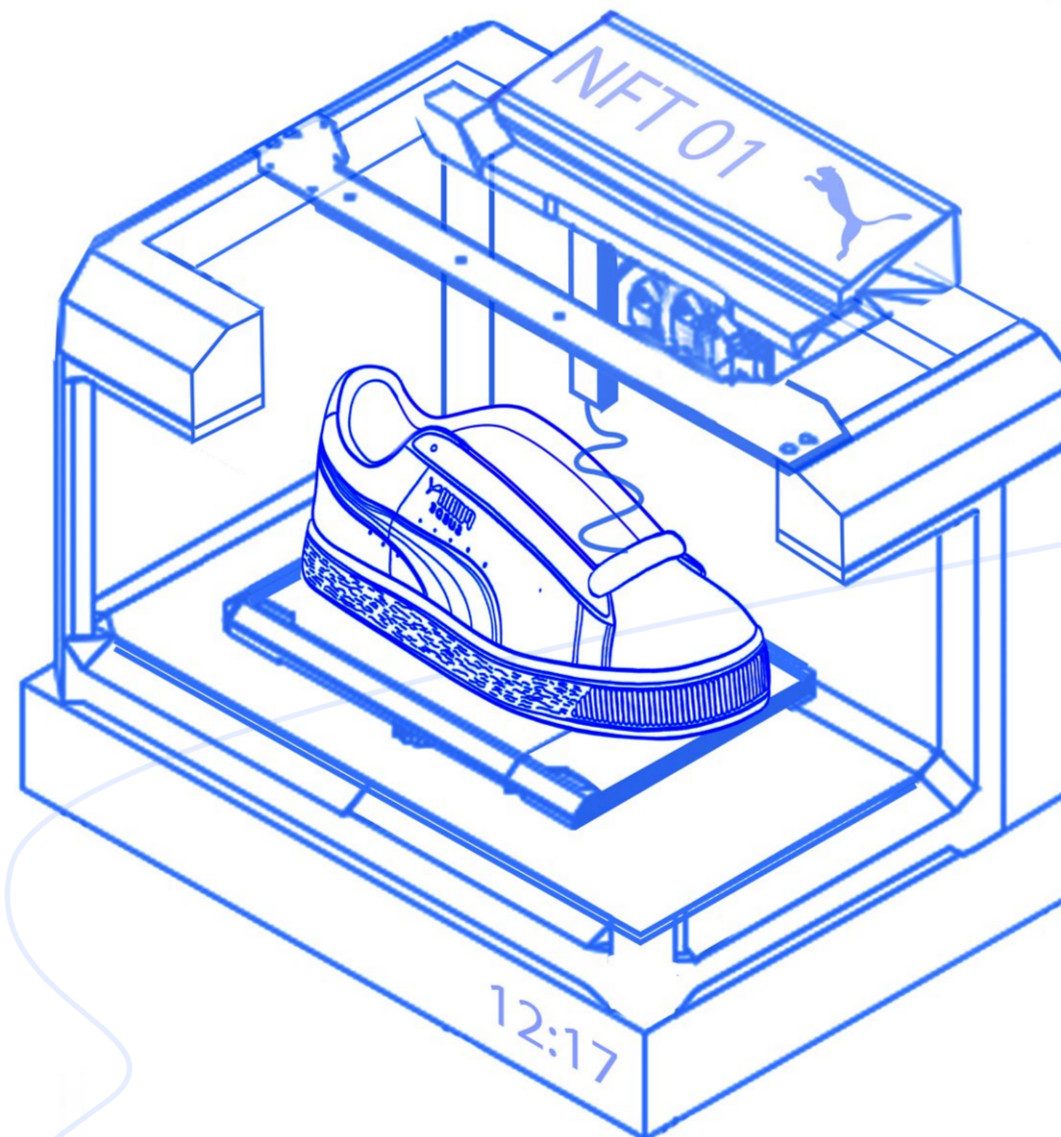
There, the plastic is recycled and texturized into 3D printer filaments.

04



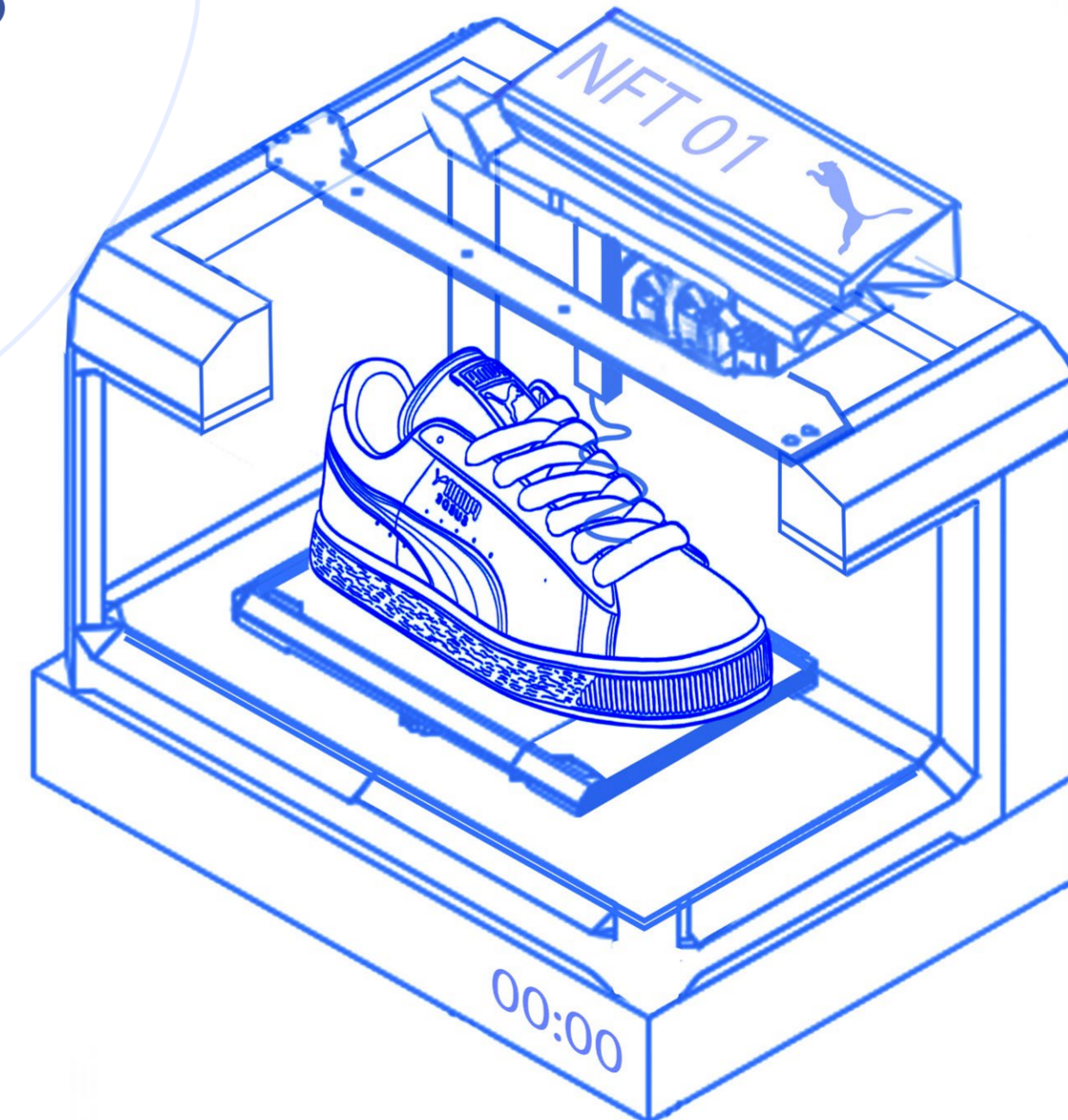
The filaments are spun and further texturized to create a more substantial yarn for the printer.

05



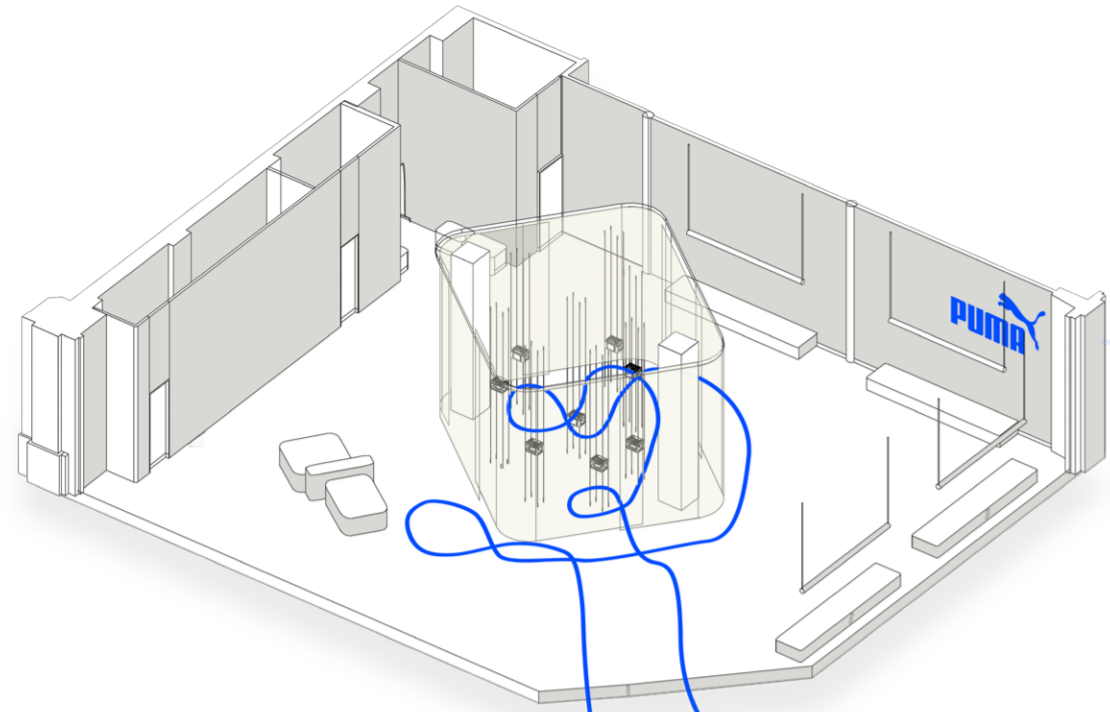
Afterwards the filaments are transported to the local stores and used for 3D printing of shoes and garments.

06



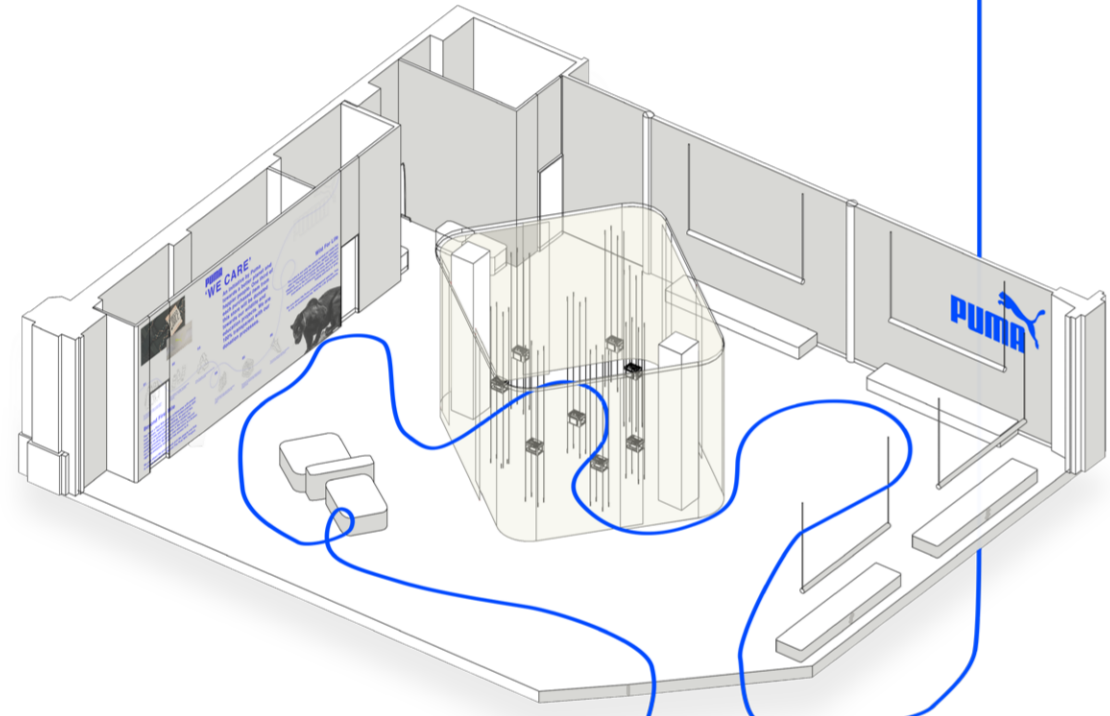
The finished result is a recycled, sustainable and community based Puma product.

Customer Journey



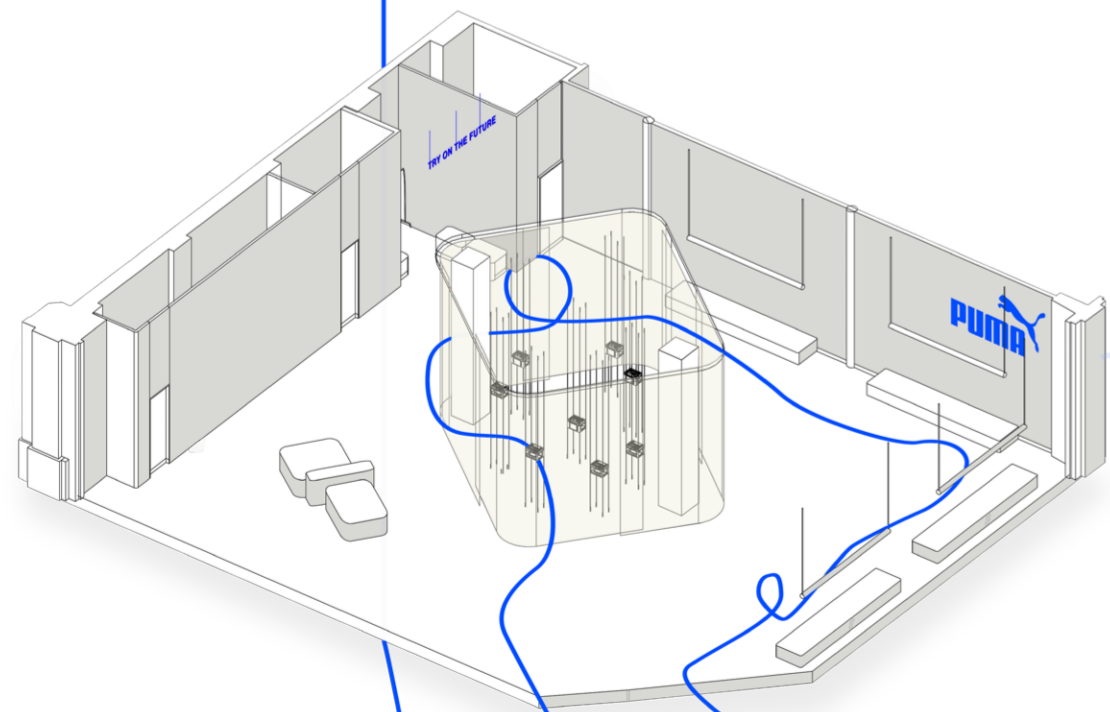
03

Tech & 3D Fanatic
Only comes to visit the store to see the 3D printers and new technologies and will spend little time in other parts of the store.



02

Sustainable & Community based
Visits the store to inform themselves about sustainable production and share new knowledge with their community.

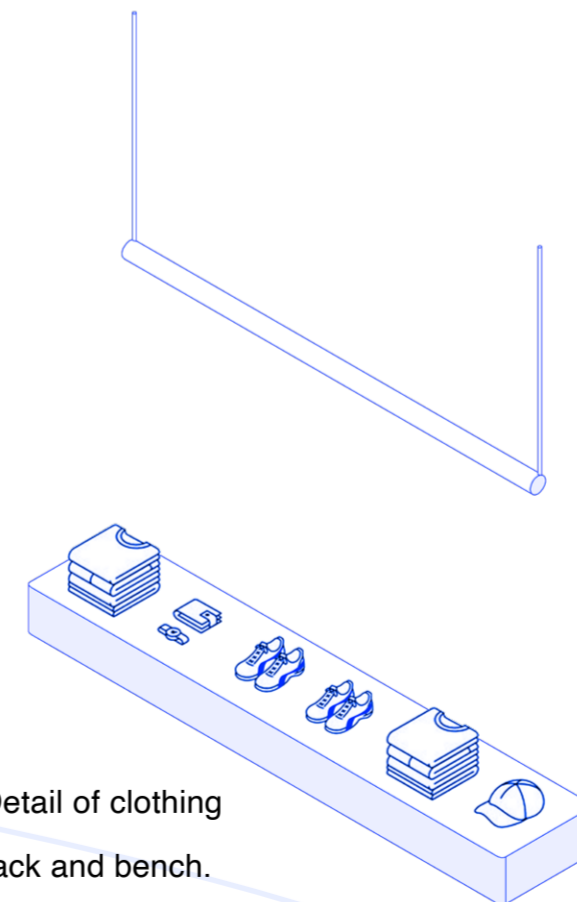


01

Fashion Lover & Puma Fan
Only comes to visit the store to see the 3D printers and new technologies and will spend little time in other parts of the store.



Visual showing retail area and interaction with 3D printers, as well as the changing rooms.



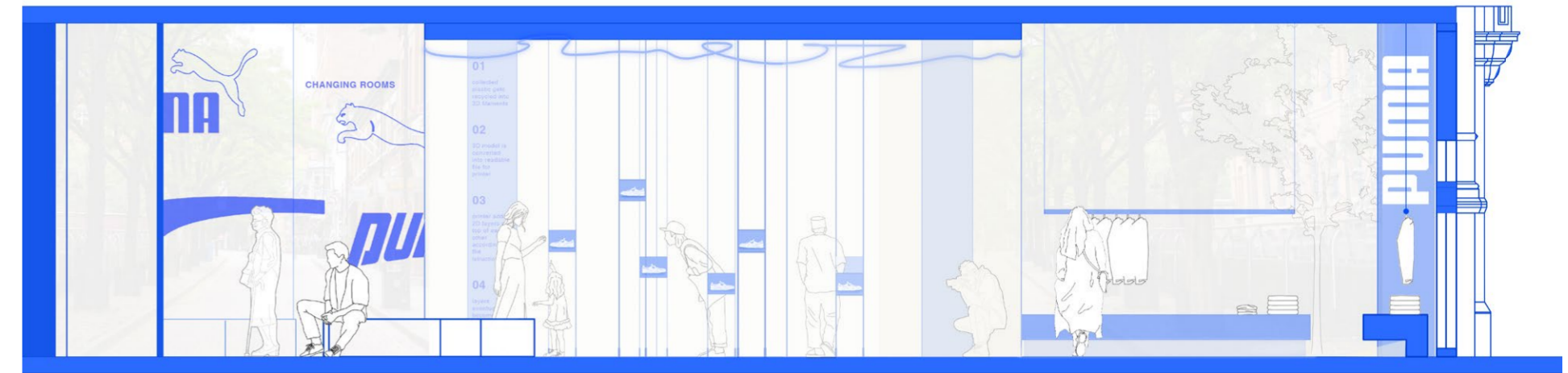
Detail of clothing rack and bench.



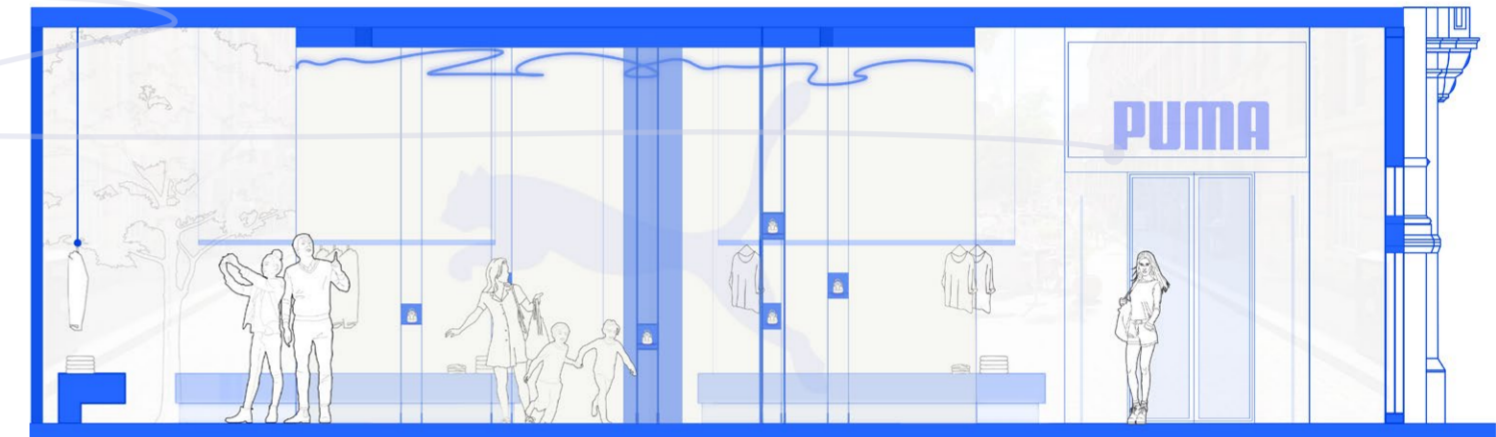


Visual showing modularity of space which can accommodate fashion shows or new release events.

Sections



S1 not to scale

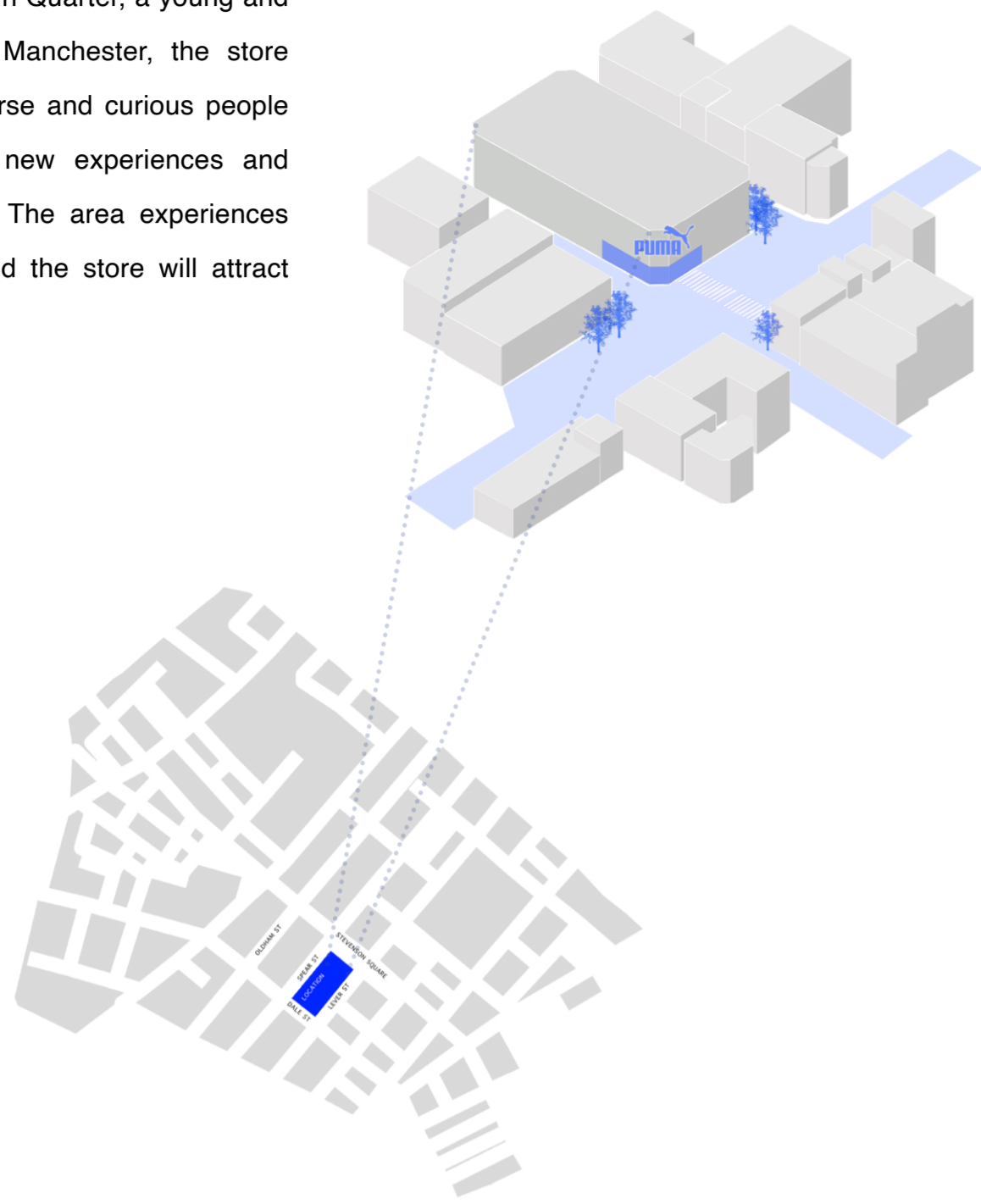


S2 not to scale



Location

Situated in the Northern Quarter, a young and independent area in Manchester, the store is surrounded by diverse and curious people that are looking for new experiences and sustainable solutions. The area experiences high traffic all day and the store will attract many customers.



Site

The facade of the store with the Puma logo and a light installation which is powered by energy generating tiles in the store and will draw customers to the inside.



Materiality

