FOREVER.
SPORTSTYLE
PUMA®

New global multiplication concept

The partnership between Schweitzer and the world's third largest sporting goods manufacturer **PUMA** began in 2022 with the design of a multiplication concept for the global market.

In order to show the client's management a lifelike mockup, a **dark store** was developed in **1:1 format**, produced and installed at Puma's HQ. **Speed** was a **decisive factor** here, as the first store opening was scheduled for a few weeks later.

To date, the concept has been implemented in **Seoul** and **Suwon** in South Korea as well as in **Dubai** and **Las Vegas**.

CLIENT
PUMA

MULTIPLICATION
Seoul & Suwon, South Korea
Dubai | Las Vegas

OPENINGS
from 2023

RETAIL SPACES
Seoul 236 m^2 | Suwon 236 m^2
Dubai 432 m^2 | Las Vegas 1.858 m^2

CATEGORY
Sporting goods

SCOPE OF WORK
Multiplication

MULTIPLICATION

Worldwide multiplication, from individual products to entire projects:
from design and initial sample production to final multiplication.
Customised supply chain and after-sales service.

1 Contact

From prototype
to multiplication,
everything from
a single source

Realization

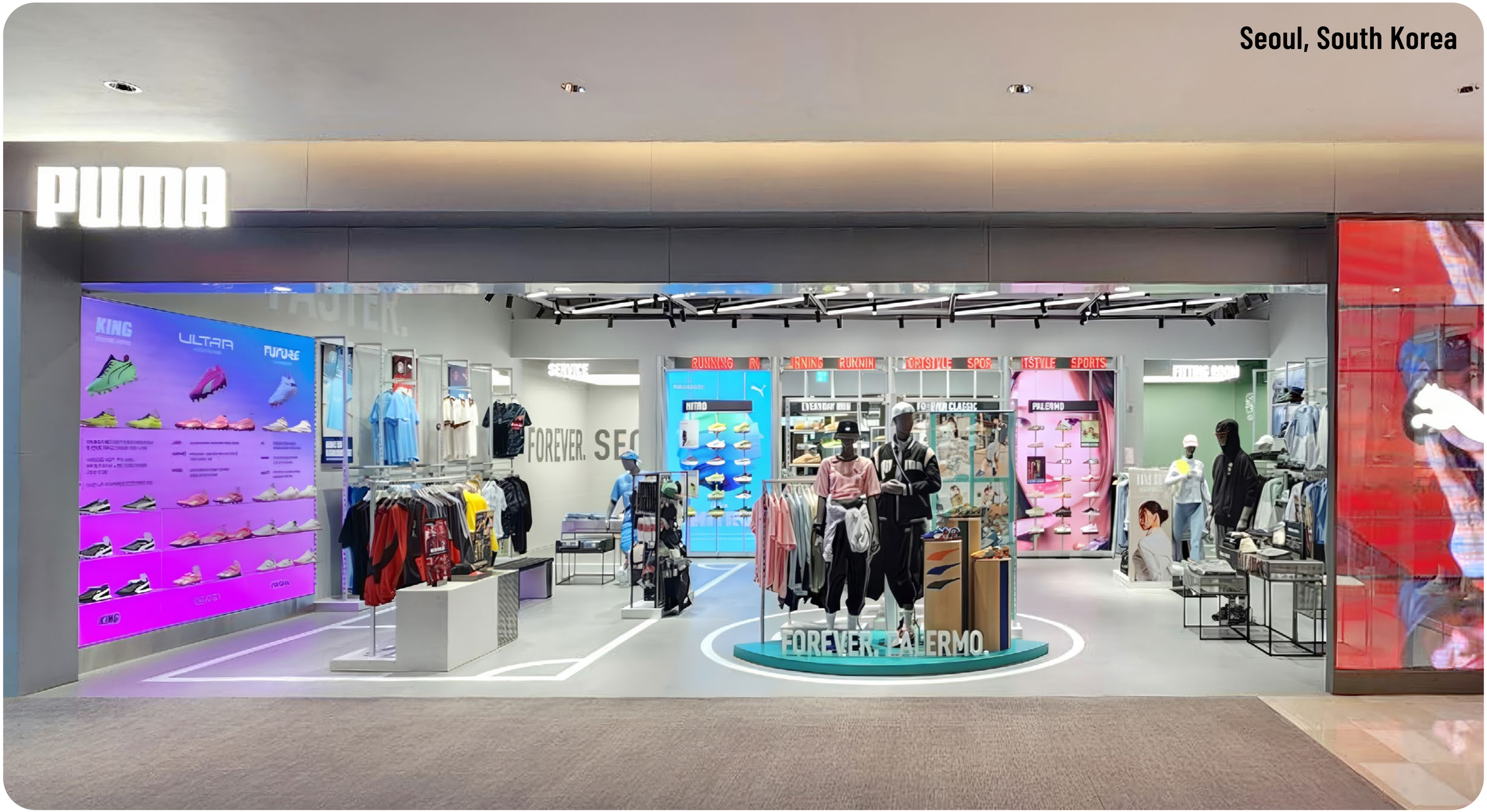
Guarantee of timely
technical realisation
within budget

Process

Process flow,
supply chain, delivery
and assembly

Implementation

Flexibility
and speedy
implementation



Seoul, South Korea

Seoul, South Korea

Seoul, South Korea
RUNNING
NITRO
EVERYDAY RUN
FOREVER CLASSIC
SPORTSTYLE
RUN/TRAIN
FOREVER.
FOREVER. PALERMO.

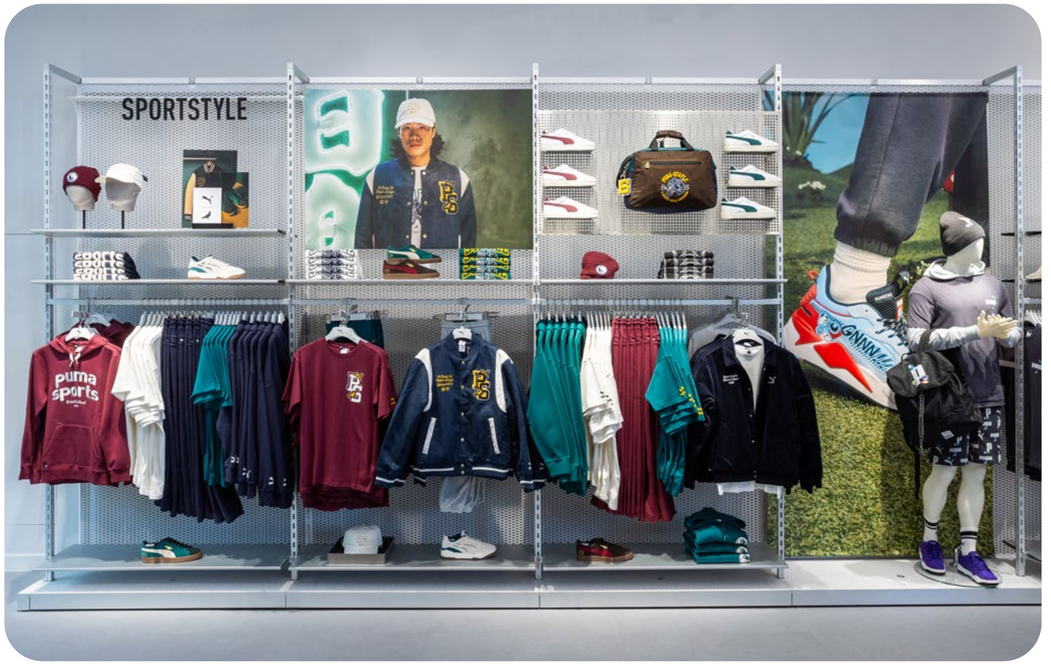
Suwon, South Korea

Suwon, South Korea

Suwon, South Korea

PUMA
Dubai, UAE

Dubai, UAE



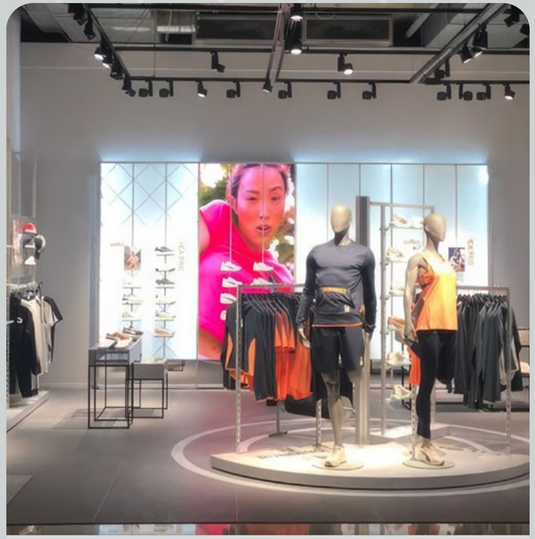
Dubai, UAE

Prototype production facility

In our production facility in Naturns, South Tyrol, we manufacture prototypes of products and projects for our customers all over the world.

PROTOTYPE STORE

All furniture as well as fitting rooms and checkouts were manufactured for the PUMA Dark Store.



DARK STORE

The prototype store was installed at PUMA HQ after a successful test run.

Sustainable materials

For the new global concept, the use of sustainable materials was very important to the client. We therefore used sustainable materials based on in-depth research, availability and price structure.

WOOD

FSC-certified materials

METAL

Aluminium instead of steel

CORK

Cork for the checkout furnitures

we think retail.

MULTIPLICATION

schweitzer

info@schweitzergroup.com | schweitzergroup.com