

SHAWMUT

PUMA - 5TH AVENUE

New York
TYPE OF PROJECT: Fit-Out
DURATION OF PROJECT: 39 Weeks
SQUARE FOOTAGE: 22,650 sf
PARTNERS: Design Republic

NOTEWORTHY: 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, dips, dyes, patchwork, embroidery, 3D-knitting and laser printing.
See more information at www.shawmut.com

ADDRESS:560 HARRISON AVENUEBOSTONMA 02118?
CALL:617 622 7000
WEBSITE:WWW.SHAWMUT.COM

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WWW.VISUALMARKETRETAIL.COM ACTION@VISUALMARKETRETAIL.COM TEL: 212 835 0625