



Retail

PUMA continued to pursue retail expansion and retail-specific knowledge through the opening of 25 stores in 2007.

In its second year of a global rollout, the new concept store design introduced in 2006 proceeded to demonstrate its efficacy for driving the brand and generating profits.

PUMA will continue to create more excitement in its stores, expand its consumer base, fully integrate the retail space into the broader communication mix, and firmly maintain its position that retail should function simultaneously as a tool to generate profitable growth and brand equity.

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