

Sports brand opens second store in Soweto

After the successful launch of the first PUMA store in South Africa last year, the sports lifestyle brand has launched a second store in Soweto.



"PUMA South Africa is delighted to announce the continuation of its local retail expansion as part of PUMA's global retail strategy with the opening of its first store in Gauteng," said PUMA South Africa Managing Director Ronald Rink. "The PUMA store in Maponya mall in Soweto joins the successful PUMA store in Canal Walk, Cape Town as a strong brand statement for all PUMA followers in the Soweto area."

Shoppers can expect to see new ranges introduced on a monthly to quarterly basis. The Spring/Summer 2007 collection includes the PUMA Urban Mobility range, a new venture into the premium accessories category for PUMA, and collaborations with international designers such as Japan's Yasuhiro Mihara and footwear from the Rudolf Dassler range. The store stocks retail exclusive and line extensions, which can only be found in PUMA stores as well as the new PUMA Evisu jeans range which sees the introduction of a sleek new line of tattooed black denim.

The store is now open at shop 324, Maponya mall, extension 5, Soweto.

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