



PUMA. RE:MOVE

A SUSTAINABLE BRAND EXTENSION

PUMA RE:MOVE is a brand extension focused on sustainable footwear and apparel made with responsible materials, circular design and low environmental impact.



SUSTAINABLE MATERIALS



CIRCULAR DESIGN



PERFORMANCE WITH PURPOSE



BETTER FOR THE PLANET

01 INTRODUCTION



PUMA is one of the world's leading sports brands, founded in 1948 in Germany.



Operates in 120+ countries with a strong reputation for innovation and performance.



Offers high-quality sportswear, footwear and accessories for athletes and lifestyle customers.



PUMA is committed to reducing environmental impact and building a positive future.

02 BRAND EXTENSION

PUMA RE:MOVE

A sustainable line of performance wear and lifestyle products.



Made with recycled polyester, organic cotton, hemp and other eco-friendly materials.



Take-back program: Customers return used PUMA products for recycling and rewards.



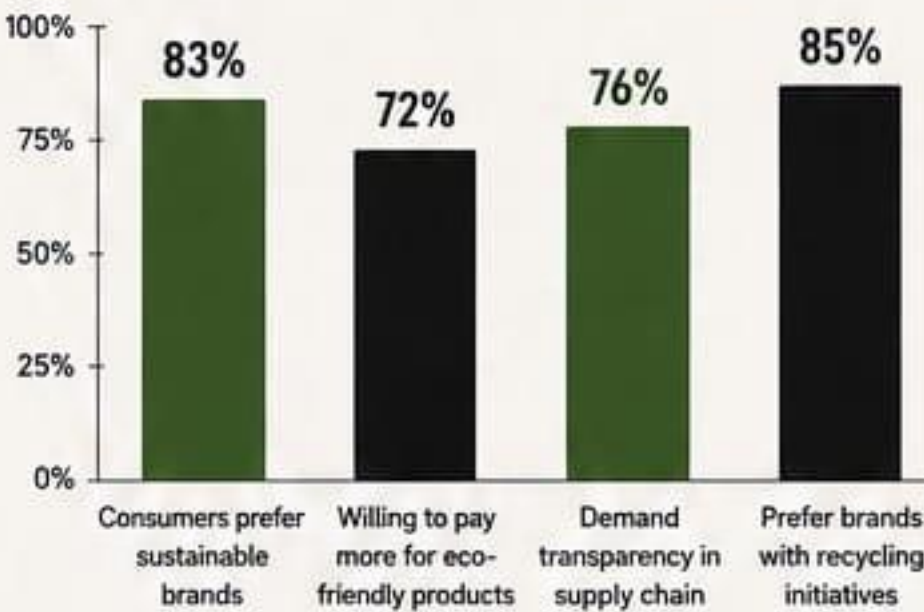
Eco-design: Durable, repairable and designed for a longer life.



Digital transparency: QR code on products shows journey, materials and impact.

03 BRAND EXTENSION & CURRENT TRENDS

WHY IT APPEALS TO TODAY'S MARKET



EMERGING TRENDS



Sustainable Athleisure



Circular Economy



Digital Transparency



Climate Conscious Generation

04 BRAND EXTENSION & SUSTAINABILITY



REDUCES ENVIRONMENTAL IMPACT
Uses recycled and renewable materials to reduce waste and pollution.



LOWER CARBON FOOTPRINT
Focus on clean energy, efficient logistics and responsible production.



WATER & CHEMICAL SAVINGS
Uses less water and eliminates harmful chemicals.



SOCIAL RESPONSIBILITY
Ensures fair wages, safe working conditions and supports communities.



05 CONCLUSION



PUMA RE:MOVE strengthens the brand by combining performance, style and sustainability. It meets the growing demand for eco-friendly products, builds customer trust and ensures long-term business growth.

“ It's not just about sport.
It's about our future.

– PUMA



06 REFERENCES



PUMA Sustainability Report 2023
about.puma.com



Ellen MacArthur Foundation
ellenmacarthurfoundation.org



WRAP UK Textiles 2030
wrap.org.uk



United Nations Sustainable Development Goals (SDGs)
www.un.org/sustainabledevelopment



MOVE FAST.
CARE FOREVER.
TOGETHER FOR A BETTER PLANET.



PREPARED FOR CLASSROOM PRESENTATION (3 – 5 MINUTES)