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PUMA opens 150,000 s/f headquarters at Federal Realty's Assembly Row - Designed by Gensler, built by Timberline, leased by C&W

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Somerville, MA PUMA has officially opened its new North America headquarters at Assembly Row, bringing together the company's approximately 450 employees from its two former offices in Boston and Westford, Mass.

The new headquarters, located at 455 Grand Union Blvd., offers 150,000 s/f of flexible office space. This provides PUMA with room to grow its business, while the attractive work environment will help the company attract the best new talent.

The headquarters was designed by global architecture, design, and planning firm, Gensler, and constructed by Timberline Construction Corp. A long-term lease has been negotiated with developer and landlord Federal Realty Investment Trust (FRT). Cushman & Wakefield's Michael Joyce represented PUMA in lease negotiations; the firm's Mary Kay Smith and Alec White represented PUMA throughout project execution phases.

"To support PUMA's continued growth, fueled in large part by the North American market, we focused on creating a space that reflects our 'Forever Faster' mentality. We put creativity and innovation at the forefront, bringing together our entire North American team to collaborate and propel our brand forward," said Bob Phillion, president of PUMA North America.

"I'm thrilled to celebrate this exciting next chapter of PUMA's history as one collective team and look forward to continued success for the company here in Somerville and around the globe."

The new site also offers a 19,000 s/f roof deck, complete with a dining area and art installations. The facility provides employees access to a fitness center, an on-location kids room for children visiting the office, bike storage, a 2,300 s/f balcony and close proximity to Assembly Row's dining, shopping and health and wellness benefits.

“Operating in a product-driven industry, it’s crucial we bring together the best possible team of creative thinkers in a space that fosters diversity of thought and innovation — PUMA’s new North American headquarters does just that,” says Adam Petrick, global director of brand and marketing at PUMA. “Being more deeply ingrained in such an important footwear design ecosystem provides a competitive advantage, bringing out the best in our current team, while allowing us to recruit new talent to support our continued growth.”

Across the globe, PUMA has seen strong growth in recent months, driven in large part by increased demand for the brand in the North American and Latin American markets. In PUMA’s third quarter, the Americas reported the strongest sales growth of 31.2% (currency adjusted).

The company also continues to focus on its eight strategic priorities, one of which is reaffirming its commitment to the North American market by re-entering into basketball, and focusing on local relevance and sustainability.

Since the beginning of the COVID-19 pandemic, the health and safety of PUMA employees and their families has been the main priority. As employees return to the office, PUMA is continuing to follow all CDC, state and local guidelines.

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