

## PRESS RELEASE

# Redevco secures London flagship for PUMA

- Global sportswear brand commits to Redevco's Oxford Street refurb
- Building users benefit from sustainability-led new workspace

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**London, 1 April 2025:** Redevco, one of Europe's largest privately-owned real estate managers, has let three floors of its refurbished 376-384 Oxford St and 1 James St, a prime island site on Oxford Street, London to PUMA.

The global sportswear brand has taken the ground, lower ground and first floors of the six storeys building for a new London flagship store while the main office refurbishment including new Cat A office floors above, co-working spaces and a new roof terrace are due for completion this summer.

**Chris Abel, Project Director at Redevco** said: "The main refurbishment preserves or re-uses as much of the building as possible, to minimise additional embodied carbon, while putting the focus on reducing operational carbon. We have implemented numerous sustainability-led measures such as new air source heat pumps and photovoltaic panels, removal of gas fired central plant, installation of new thermally efficient windows and incorporating WELL Certification for the offices".

Building users will also benefit from air quality sensors, tech-led waste management and a new building management system which all enhance the building's sustainable performance and the wellbeing of those who use it. Refurbishing the building to make it future-proof and increase its sustainability performance aligns with Redevco's mission to build value for investors and enrich communities through transformative real estate.

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### About Redevco

Redevco is one of Europe's leading privately-owned real estate managers, overseeing a portfolio valued at €9.5 billion as of January 1, 2025. The company is committed to building value for investors and enriching communities through transformative real estate. It offers specialist investment strategies focused on repurposing best-in-class high street retail into mixed-use assets, investing in retail parks & logistics and growing our presence in the residential & living space. In addition, Redevco Capital Partners focuses on special situations opportunities and our real estate debt arm provides transitional lending solutions. Expert real estate teams in seven locations across Europe ensure that the portfolios Redevco manages optimally reflect the needs of our clients. For more information visit [www.redevco.com](http://www.redevco.com).

**More information**

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