

Redevco welcomes 25,000 sq ft PUMA Flagship store to the reimagined 'ONE James Street' building on Oxford Street

- 25,000 sq ft PUMA Flagship store now open on Oxford Street, London, in fully transformed 'ONE James Street' building.
- Alongside 43,000 sq ft of sustainable office space with premium amenities for occupiers, including roof terrace, lounge, gym, meeting rooms, and cycle storage.
- Focus on sustainability and wellbeing, with WELL Platinum, BREEAM Excellent, reclaimed materials, and smart building tech.

London, 4 December 2025 – Redevco, one of Europe's largest privately-owned real estate managers, has nearly completed the successful transformation of its iconic 'ONE James Street' building in London's West End with global sports brand PUMA opening its new and largest European flagship store.

This London store is one of three flagship stores of PUMA globally and features PUMA's industry-leading innovations, such as running technology NITRO™, its football boots FUTURE, ULTRA and KING, as well as its current range of lifestyle products. The arrival of PUMA in one of Redevco's top locations on Oxford Street, one of London's most famous shopping destinations, marks the delivery of a fully transformed mixed-use building.

'ONE James Street' includes 43,000 sq ft of future-proofed, sustainability-focused office and amenity space. Redevco rebalanced the building's mix of uses, reducing retail space and expanding high-quality offices to meet growing demand for premium workplace environments. ONE James Street reinforces Redevco's ambition to reimagine urban spaces in a way that revitalises cities, supports local communities, and promotes sustainable, low-impact development.

Deborah Green, Head of Asset & Transaction Management Redevco UK, commented: "The opening of PUMA's flagship at ONE James Street underscores the building's position as one of London's premier retail destinations. Welcoming such an iconic global brand is a milestone that reflects our vision to create vibrant, sustainable urban spaces that attract leading names and elevate the West End experience."

The future-proofed workspaces were designed to champion sustainability and wellbeing. The WELL Platinum, BREEAM In Use Excellent, and EPC 'B' ambitions, combined with the use of reclaimed materials, the installation of air source heat pumps, photovoltaic panels, and a smart building app, demonstrates Redevco's holistic approach to reducing carbon and enhancing user experience throughout the building. Occupiers benefit from a biophilic roof terrace and pavilion, business lounge, bookable meeting rooms, gym, and secure cycle storage.

ENDS

Contacts:

Priscilla Tomaso

Head of Marketing and Communications Redevco

Priscilla.tomaso@redevco.com

M. +31 6 53 264486

About Redevco

Redevco is one of Europe's leading privately-owned real estate managers, overseeing a portfolio valued at approximately €10.5 billion as of Oct 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 and logistics, and a growing presence in the living & leisure space. Redevco Capital Partners focuses on special situations opportunities whilst Redevco's 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.