

**SHOP SPECIAL**

# Activate sport mode

Some people workout to make sure their lifestyles do not become sloth-like, while others love working out because of the adrenaline rush. And then there are some, who love just the idea of working out!

Whichever category you fall in, PUMA has something for everyone.

The term “athleisure” is appropriate for a brand like PUMA. Yes, it is exactly what the word sounds like — athletics and leisure, merged into one. Sounds hard to believe, but it is true and is now right here in Dhaka. Located at Banani Road 11, opposite King’s Confectionery, the range of products the store offers are not only for individuals passionate about staying fit, but also for those who love the sleek style of sportswear.

Other than that, the store also stocks a range of bags, starting from your basic gym bags and duffle bags, to regular school bags— something for everyone.

One might argue, what is so special about having clothes specifically for working out or outdoor activities like hiking or jogging?

It is crucial for people to be aware about the materials, which contribute to one’s flexibility and mobility. And PUMA’s products, ranging from dry-cell to storm-cell materials, help in making training sessions more productive and fruitful.

The difference between Running Training Fitness (RTF) and sports style might not seem like much, but it all adds up.

PUMA’s breathable and highly functional apparels help to elevate endurance and stamina. Let’s face it, you cannot exactly workout in denims.

The store did not overlook the requirement for the perfect workout shoes. Some people use everyday sneakers, or sandals, to run or hike. These tend to wear out quite easily. PUMA offers a far more convenient option by providing study sneakers, which allow runners to cover more distance efficiently.

Even for the lazy bones, someone who has not seen a treadmill in well over four years, PUMA has something to offer. Their clothes and accessories do not scream out ‘athletics,’ but rather have a more casual and laid-back look. If you are not into exercising, they also offer clothing suitable for your everyday routine.

So, why PUMA?

M A Jabbar, Managing Director, DBL Group (the franchisee) says, “We want to provide Bangladeshi people the taste of a renowned international sports brand. Moreover, in an era of sedentary lifestyle, we want to encourage a more active one, and PUMA promotes that.”

You have to admit that workouts (be it indoors or outdoors) get a little hectic. It does get problematic buying workout clothes again and again. Authentic products ensure high durability and sustainability for you to get ripped without any worry and is a worthwhile investment.

In Bangladesh, not many people or even those who regularly train, are aware of the necessity of what they should be wearing and the materials of it. But one cannot forget that there is power in knowledge. Even if you do not have the slightest idea on what attire to wear and which materials are suitable for your activity, the people at the store would be more than glad to share their knowledge.

So, why not pay the store a visit and find out what could spike your adrenaline even more? You could even walk out with products which you find useful for other daily activities as well.

With PUMA’s introduction in Dhaka, there is nothing stopping you from reaching your full potential and looking trendy for that perfect look and Instagram workout photo!

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**Model: Efa, Rabbi**  
**Wardrobe: Puma Bangladesh**  
**Location: Puma Bangladesh Store**

To find out more, contact the store through their Facebook page at: <https://www.facebook.com/PUMABangladesh/>



## TUESDAY SPECIAL

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12 PC HOT WINGS

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42%

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