# Y3_logo_sw

**Y-3 RETAIL EXPANSION IN THE UK**

**Y-3 to open new store in Floral Street, Covent Garden**

On Thursday 1 August, Y-3 will open its second store in London in collaboration with luxury retail partner Hervia. The store is located at 12 Floral Street in a Grade II listed building originally built in 1838.

2013 marks a decade of Y-3 and its pioneering sport-style aesthetic—a look that continues to meld the avant-garde genius of Yohji Yamamoto with the breakthrough innovation of adidas.

The store’s interior follows an ultra -clean aesthetic, which perfectly reflects the brand’s global signature retail concept. The 150 square metre space has combined the use of modern materials, whilst highlighting the distinct period features such as the arch windows and steel pillars.

Upon entering the store, customers will notice the frosted glass shelving that display the footwear against tinted mirrored walls. This distinct approach gives you a 360 degree view of the product.

The lighting system has been developed in partnership with lighting specialists, Erco. This dynamic system uses a series of different settings which creates a different ambience. Products and sections can be highlighted and also tailored to suit the space depending on the time of day and the seasons.

This is the first time that Y-3 has employed the use of this technology.

Covent Garden’s 19th century piazza anchors this historical neighbourhood, but the retail scene has developed into an eclectic mix of international luxury brands to independent stores.

Y-3 continues the celebration of its 10th anniversary by looking forward to a future looking back on its past.

Y-3 Floral Street will debut with the Autumn/ Winter 2013 collection and will carry the full range including men's and women's apparel, footwear, accessories.

**Y-3 FLORAL STREET**

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