

adidas opened its newest store

The newest adidas retail store was opened on 6th of November in Sofia. On area of 340 m² fans of the brand can choose from the latest collections, sports and lifestyle apparel, shoes and accessories.

In the store football fans will find the models from Argentinian star Leo Messi's collection.

The adidas product range is completed with the newest running, tennis and basketball models. Representatives of the street culture in Bulgaria will find products from the adidas Skateboarding range.

Since cold weather is not a reason to stop with our outdoor training, adidas presents the Climaheat sports apparel collection. The revolutionary Climaheat technology locks in the heat, lets moisture out, and intelligently regulates the temperature.

For ladies who train actively, and would not like to compensate style in favor of comfort, adidas presents its collaboration with internationally acknowledged designer Stella McCartney – adidas by Stella McCartney. The gentlemen who prefer elegant and yet comfortable apparel will find models from the Porsche Originals line.

The new adidas retail store is situated in Sofia Ring Mall with the following address: Sofia, "Okolovrasten pat" 216 Str.



Press information

More information about other adidas activities on: <http://news.adidas.com/BG/home>

For additional information:

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