



FOR IMMEDIATE RELEASE

**adidas Originals Unveils New Flagship Store in New York City**

- Hip-Hop Artist Joey Bada\$\$ and Pro Era Collective Perform for Private Reception –
- Store located in Manhattan’s iconic SoHo neighborhood –

**NEW YORK (August 17, 2016) –**

Today, adidas Originals has opened the doors to its new 2540 ft<sup>2</sup> U.S. flagship store on Spring Street in New York City.

The adidas Originals store was unveiled last night during a VIP celebration hosted by New York City native Joey Bada\$\$ and members of the Pro Era Collective including; Kirk Knight, CJ Fly, and Nyck Caution. The Pro Era Collective partnered with adidas Originals to perform during a finale event at the now closed Wooster Street location, while unveiling the newest flagship store on Spring Street.

The store opening signals the brand’s long-standing commitment to the SoHo area and mission to build retail hubs where customers experience the brand in unprecedented ways from a localized point-of-view.

The interior design of the adidas Originals flagship store combines architectural details inspired by New York City’s raw aesthetics mixed with locally sourced artwork to fill the space. The walls have been stripped away to expose the original brick and bones of the building, reclaimed objects are used throughout the sales floor, while steel columns are used to zone the space. A dwell space using a simplified archetype of the New York City stoop is erected on the retail floor. Listening stations are anchored on either side of this seating area, creating a space for intimate interaction with customers and creators alike.

In addition to showcasing the very best product adidas Originals has to offer at street level, the 592 ft<sup>2</sup> basement - which has been repurposed as an activation space - will help play an important role in connecting and celebrating the New York street culture that embodies the adidas Originals brand ethos.

The opening of the adidas Originals flagship store in the U.S. follows other global city openings in Mexico City and Tokyo.

The adidas Originals Flagship Store is located at 115 Spring Street, in the SoHo neighborhood of Manhattan. Hours of operation: Monday- Saturday 10 a.m.-8 p.m. EST, Sundays 10 a.m.- 7 p.m. EST.

- END -



## INFORMATION

**For further media information please contact:**

RaEsa.Benjamin-Wardle@adidas.com

PR Manager - Originals