REEBOK GETS LONDONERS MOVING WITH LAUNCH OF UK’S FIRST FITHUB

REEBOK OPENS FLAGSHIP UK STORE - DESIGNED TO INSPIRE A FITNESS GENERATION

**11th SEPTEMBER 2013:** Today, Reebok continues its mission to empower people to be fit for life with the launch of the UK’s first ever Reebok FitHub concept store at 32 Long Acre, Covent Garden, one of London’s premier shopping destinations. Designed to inspire people to move, to train, to get fit and have fun doing it, the Reebok FitHub offers a new way of thinking about fitness and is THE destination for those dedicated to living a fit lifestyle.

The retail store, which is the first of six to open in the UK this year, is inspired by elements found in fitness studios and CrossFit boxes around the country. Like a gym, the environment is raw, creative and innovative with customers being immersed in fitness as soon as they enter the store. Once inside, fitness enthusiasts can expect to receive expert advice, guidance and information on living a healthy lifestyle from the FitHub’s team of specialists who range from fully qualified personal trainers, Netball, CrossFit, Dance and Ballet coaches to a Team GB Handball player.

All FitHub staff are passionate about health and fitness and have a strong fitness background enabling them to work with customers to help them select the best products for their workouts as well as provide training tips and general health and lifestyle advice.

To encourage Londoners to get active, Reebok will also be offering a range of inclusive sessions led by health and fitness experts from within the Reebok community. This includes a number of FREE workout classes at the FitHub each week of which details will be displayed via the in store Reebok Community Board.

The store is not just a shopping destination but is also designed to be a social hub for fitness communities. The Reebok Community Board is also a place where customers can learn how to get involved with local events, discover new workouts and learn about local gyms and instructors. At the centre of the store is the ‘Fit Desk’, where fitness enthusiasts can learn about Reebok and its latest product technologies.

The store will carry pinnacle product from Reebok’s FW13 collection specifically made for fitness and exclusive to the FitHub. This premium footwear and apparel collection features Reebok's top-of-the-line technology and materials, allowing for optimal performance and comfort.

James Woolard, Reebok UK Brand Director, commented; “We’re extremely excited to have opened the first Reebok FitHub in the UK. The FitHub is great statement to prove Reebok’s commitment to getting people active. It will give consumers a full fitness experience like no other, inspire people to get moving and become a desirable destination for the fitness community.”

The UK’s first Reebok FitHub is part of an ever-expanding global network of concept stores, which includes the USA, Korea, Russia and Dubai. The growth in number of FitHubs is more than just an expanding number of stores; it represents Reebok as a brand, aiming to empower people to get fit for life and to give them the tools they need to do this. Whether it is Running, Dance, CrossFit or Yoga, Reebok aims to bring people together to experience fitness in a way that is different, challenging and rewarding.

For more information on the UK’s first Reebok FitHub please visit: www.Reebok.co.uk

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**[INSERT CONTACT DETAILS]**

**About Reebok**

Reebok International Ltd., headquartered in Canton, MA, USA, is a leading worldwide designer, marketer and distributor of sports, fitness and casual footwear, apparel and equipment. An American-inspired global brand, Reebok is a pioneer in the sporting goods industry with a rich and storied heritage in running, training and fitness. A subsidiary of the adidas Group, Reebok operates under the multiple divisions of the Reebok brand, Reebok-CCM Hockey and the Sports Licensed Division. For more information, visit Reebok at www.reebok.com. Or, discover Reebok at the following locations:

<http://reesha.re/plus>; <http://facebook.com/reebok>; <http://twitter.com/reebok>; <http://youtube.com/reebok>; and <http://news.reebok.com/>

**NOTES FOR EDITORS:**

*STORE FACTS*

* Store measures 180sqm2
* Just under 4000 lines of Reebok apparel stocked in the store
* 1,500 lines of Reebok accessories and socks stocked in the store

*STORE FITNESS AMBASSADOR*

* Caroline Dean, a Personal Trainer and Nutrition Coach
* Caroline has worked both in large commercial gyms and smaller personal training studios and is currently works with celebrity trainer Richard Callender at his Exclusive Training studio based in Richmond, London
* Caroline's passion comes from seeing the benefits and changes though her own fitness journey, having dropped from a size 18 to a size 10. She works hard to pass this zeal onto others by helping them learn how important health and fitness is to achieve happiness and a well-balanced life
* Caroline specializes in functional training, strength and conditioning and in nutrition and will take a number of free classes in-store for consumers

*THE STORE DESIGN*

* The store design takes inspiration from CrossFit boxes and the gym environment including, fixtures that replicate gym equipment, audio tracks specially selected for workouts, genuine gym flooring construction and functioning plyometric jump boxes as seating
* This is a true fitness hub, where we encourage active try-on so the consumer can experience how the products will benefit them
* The till features a Fit Desk for consultation about fitness training and appropriate product

*STORE STAFF*

* All the staff have a fitness background and have been selected based on their experience in sports
* Store Manager, Parminder Turna, is a certified Personal Trainer, has a Sports Science degree and was previously a gym manager