**FACT SHEET**

**adidas x Concepts Design Elements** –

* From the street, a descending staircase leads consumers down to the **adidas x Concepts** storefront. A unique, sonic experience creates a seamless but distinct transition from the outside world into the store.
* Illuminated, raw metal screen doors project a custom designed, Celtic, Boston-inspired pattern that interprets the union of the adidas and Concepts logos—exclusive to this location.
* Shoppers are greeted by a series of increasingly narrowing sheet-glass archways—each illuminated along their edges—to create a uniform, glowing effect that draws customers further into the boutique.
* A funnel-like progression of glass and lighting design creates a cloister-like passage, dividing the shop-floor into distinct spaces that house separate merchandised assortments and collections from across the adidas brand.
* Iconic adidas footwear and apparel designs are presented as if floating in mid-air.
* As streetwear fans continue to navigate through the **adidas x Concepts** boutique, they arrive at the final back area, a celebratory space for the adidas devoted, showcasing a sneakerhead’s most coveted footwear.

A one-of-a-kind, interactive projection mapping display will help tell the story of the featured product, from the newest release to rare and archival adidas footwear models culled from the brand’s storied past.

In future months, this back room will host a rotating series of in-store experiences, including art installations; DJ performances; and events that celebrate the intersection of sport and culture.