Adidas opens largest store to date in Bengaluru

By Isabelle Crossley - 29 June 2022

Sportswear brand Adidas has opened its largest store in Bengaluru to date on the metro’s Brigade Road. The 6,500 square-foot store was inaugurated by boxer and Adidas athlete Nikhat Zareen.

The three-storey store opened its doors on June 29, Adidas announced in a press release. The retail space mixes
offline and online shopping with its digital touchpoints throughout the store and features Adidas’ full range of clothing and accessories for running, training, sportswear, football, basketball, golf, tennis, and outdoors for men, women, and children.

“We are absolutely thrilled to open yet another phenomenal store in the heart of Bengaluru,” said Adidas’ senior brand director Sunil Gupta in a press release. “The store not only provides our consumers a global shopping experience, but also gives them a glimpse into the world of possibilities with adidas, be it through our experience zones, our digital touchpoints, or our commitment to sustainability which comes to life with the sustainability wall and the installation made from plastic waste. We consistently want to elevate the in-store experience for our consumers through innovation, creativity, and design.”

The store also features a ‘Sustainability Wall’ made from electronic waste which displays the brand’s End Plastic Waste logo. The aim of the display is to showcase Adidas’ commitment to sustainability and inspire others to work to the same goal. Other features include a children’s activity area, an exclusive football floor, and a gaming inspired lounge among others.

“I am super excited to inaugurate this beautiful adidas store today,” said Zareen. “This makes me reminisce about my first store visit, when I got my first pair of adidas shoes. A monumental moment for me as it was a pair which empowered me and to this day, I cherish it. That was my entry into the world of Adidas, and from there on the possibilities for me have been endless… I am sure, this store too will be the first step towards many more such monumental journeys for young athletes in the years to come.”

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