

# Adidas – Sport Performance Center

CULTÉVA

A new global store concept and “passion for sport” approach revives the brand with 3-stripes



## Background

Founded in 1949 by the cobbler Adi Dassler, Adidas has today grown to the largest sportswear manufacturer in Europe and the second biggest sportswear manufacturer in the world. Besides sports footwear and apparel, Adidas makes equipment and accessories for almost every sport category.

## Challenge

To effectively consolidate cost, streamline marketing, and increase control over the brand's presence the Adidas retail stores around the world was challenged to create a new brand retail concept and completely redesign the global store system to include the newly designed black'n'white 3-Stripes corporate identity and the “Passion for Sport” brand mantra.

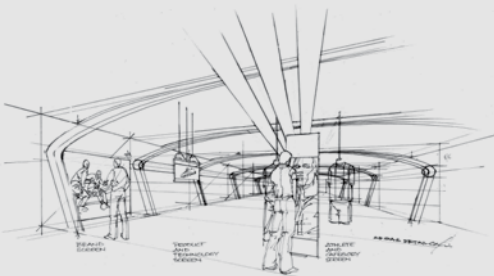
## Solution

The Adidas Sport Performance Center was designed to embrace Adi Dassler's words “No athlete left behind”. The retail store has both inspirational and informational spaces that manifest the athletes' passion for sport.

Adidas Sport Performance Centers presents a face-to-face meeting with professional athletes. Large monitors strategically placed throughout the space feature Adidas athletes sharing what they do when they prepare for sport, compete in sport, and recuperate in between and after sport.

“Engineered to Perform” is the foundation for every new Adidas technology in footwear, apparel, and equipment and is explained on interactive touch-screens strategically placed next to promotional product offerings. Arena-style seating with online games and links evoke passion for sport for all ages.

*“Stores are in Marseilles, Lisbon, Toulouse, Las Vegas, New York, London, Paris, Berlin, and expanding throughout Asia.”*



## Services completed

- 1 Mission & Vision
- ✓ 2 Strategy & Positioning
- ✓ 3 Naming & Nomenclatures
- ✓ 4 Branding & Identity
- 5 Marketing & Messaging
- 6 Product Design
- ✓ 7 Retail Store & Fixture Design

