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Adidas En Route to Brooklyn

By ROSEMARY FEITELBERG

ADIDAS EN ROUTE TO BROOKLYN: After a yearlong search, Adidas has lined up a lease for a 4,500-square-foot store at 452 Fulton Street. When the shop bows this spring not far from H&M, TJ Maxx and Macy's, the athletic brand will present a new retail concept for the Northeast, according to a spokeswoman for the lessor Crown Acquisitions, Inc.

Last fall Adidas revealed it would open a Brooklyn design studio early this year. The German sportswear company poached three Nike veterans — Denis Dekovic, Marc Dolce and Mark Miner — to set the design direction for this outer-borough location and to what an Adidas spokeswoman described as elevating the company's interaction with consumers.

Crown's principal Isaac Chera said Adidas aims to build the brand's stature in New York City and to solidify its presence in the sports retail industry. "Fulton Street in Brooklyn is one of the fastest growing commercial districts in all of New York City. Its proximity to Barclays Center and other important cultural institutions in downtown Brooklyn has made it one of the most popular destinations for locals and tourists alike," he said.

In 2012, Adidas inked a three-year deal to sponsor The Nets store at the Barclays Center.

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