

FOOT LOCKER

Marble Arch, London

Design: the rpa:group
Opening date: July 2018
Store size: 647 sq m

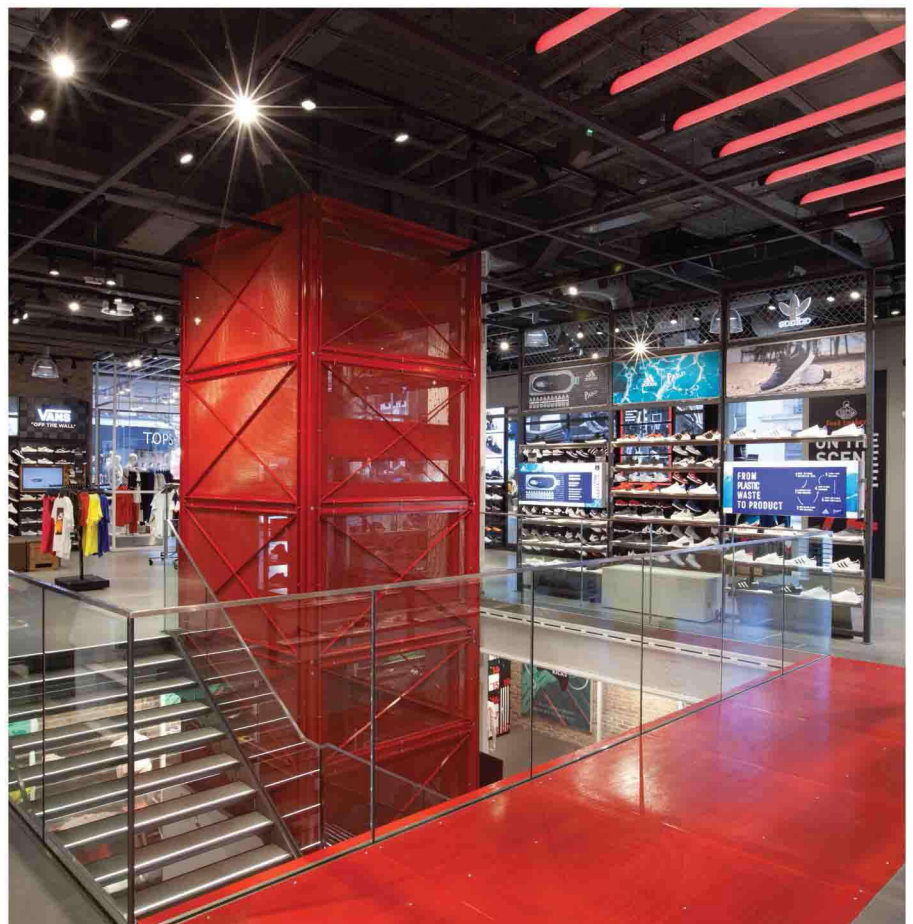


Having opened its largest Power Store concept in Europe in June at the Liverpool One shopping centre, Foot Locker has now brought the format to Marble Arch in London. Situated beneath the historic Cumberland Hotel, the two-storey space delivers an engaging retail experience, combining premium product and elevated in-store presentations, as well as enhanced customers experiences and events.

Working with design studio, the rpa:group, the sportswear and footwear retailer developed the new Power Store concept to inspire shoppers, build community and provide a seamless, tech-filled shopping experience for consumers.

The design celebrates key elements of the local architectural heritage of the store, and uses slim modular profiles for product and brand activations to provide an airy and lightweight feel to the monumental space.

Foot Locker has also partnered with local creatives to celebrate youth and sneaker culture in London. On both the mezzanine and basement level, for example, local street artist Tommy Bates has produced specially commissioned murals inspired by the capital and its relationship to sneaker culture. This also >



sets the tone for how Foot Locker will tailor the store to the local community, including featuring photography shot on location in London throughout the space.

The 'London - We've Got You Covered' brand message dominates both static brand graphics and digital presence on the large LED screen at the main entrance. 'Digital activations and graphic branding intuitively bind the space together and provide varied storytelling opportunities,' says a spokesperson for the rpa:group.

At the heart of the ground floor is a framed structure that combines high impact display, focal product and digital activations. This core display incorporates a framed mesh walkway over the mezzanine void with glazed balustrades, maintaining transparency throughout.

A dedicated Xbox Experience Zone will be part of the store for three months, inviting gamers to test their skills on the console.



Shoppers will also have the opportunity to create their own personalised controller via the Xbox Design Lab.

Commenting on the new store, Nick Jones, vice president and general manager of Foot Locker Europe, says: 'London is one of the most creative cities in the world,

a cultural melting pot and the perfect destination for the latest iteration of our evolved retail concept. With the new Marble Arch store, not only will we continue to inspire London's sneaker fans, we will also collaborate with young creatives and celebrate creative expression.' RF

