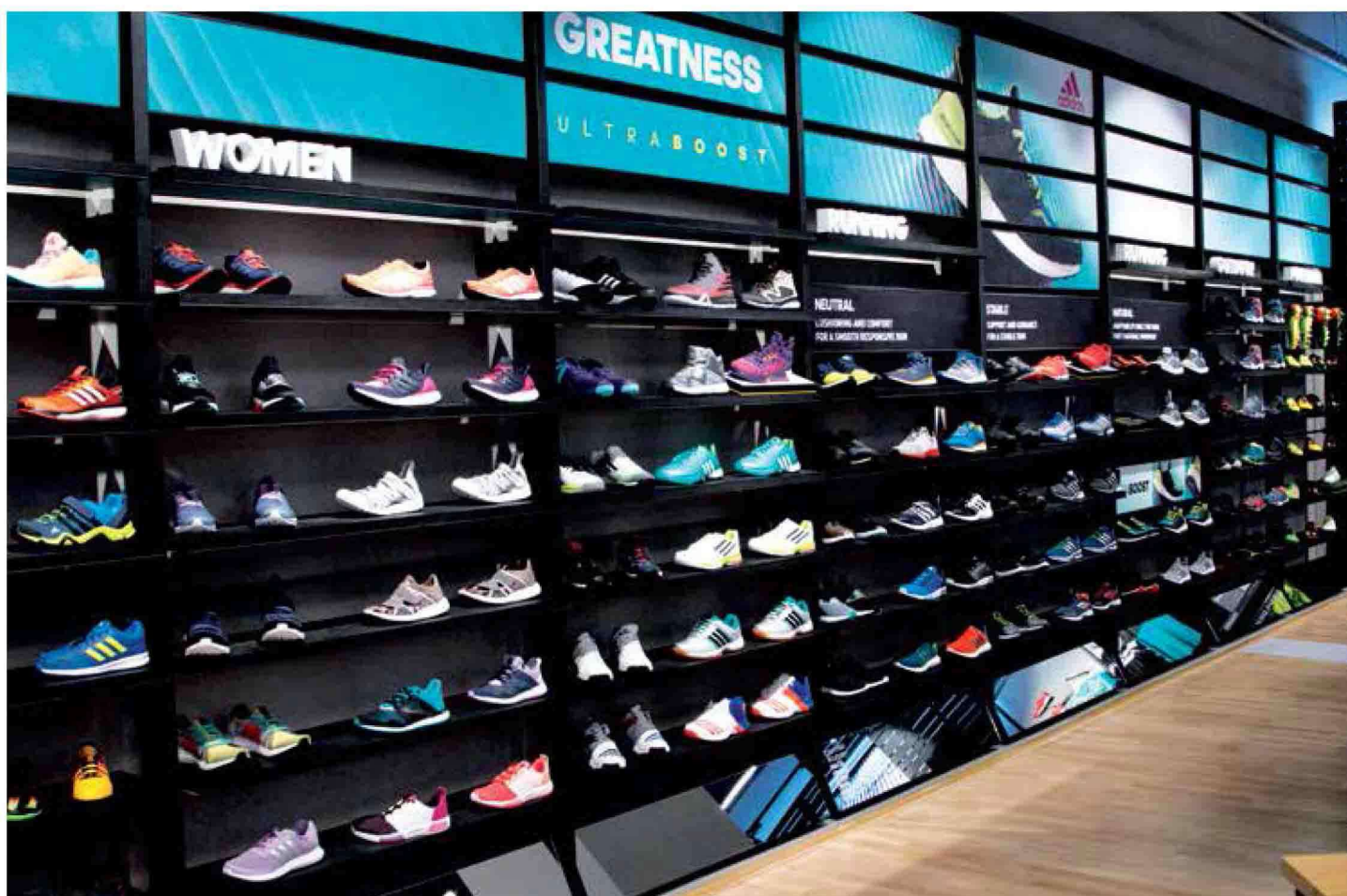


# The Homecourt Advantage

Combining a few elements like authentic, fun, energetic and human, global sportswear brand Adidas launches its "Homecourt" retail design concept in India at VR Mall, Bengaluru spread over 4800 sq ft.



**Neelabh Maitreya, Senior Manager - Store Development, Adidas Group,** said, "The layout is also planned to be easily adaptable to both the local consumer preferences and to product changes giving every opportunity to maximize sales. The easy exchanging of category areas is supported by the inherent flexibility of the Homecourt store fixture system."

As reported by Adidas, the brand is not only about faster shoes and fashion elements, it's about extraordinary passion for sporting sporty gears that Adidas has been shaping for years now. The huge Adidas outlet, launching a new global design concept, focuses on the storytelling immaculately.

The store layout flows in a logical and natural manner taking the consumer on a journey supported by easy recognizable service areas and simple category areas enhanced by clear logical in-store signage.

The space has been distributed in 4 primary zones. Firstly, the Arena façade creates a





bold distinctive look for adidas creating an idea of an entrance gate to a stadium as if drawing you into a grand match. Secondly, the Shoebase at centerfield, acting as the heart of the store, creates a central spot that brings to life the focused energy of the game day. Thirdly, the Concourse is one of the key zones that is made up of space from the shoe base to the walls and is fitted out with mid floor fixtures and a perimeter wall system. And finally, the Team Room that elevates the fitting room experience by making it fun, social and an opportunity to connect a little deeper with the brand. It is all about details (messaging, graphics, brand displays and fixtures).

The floor display fixtures derive their inspiration from the sports field while the Footwear Wall, mounted at the heart of the store, is designed to reflect a stadium score board. The store interiors are left bare and true. Polished concrete on the floor, grey painted walls and black painted ceiling with exposed services create the shell.

The lighting of the store revolves around four philosophies – Rhythm (linear light fixtures to draw consumers through the store), warmth (back lighting behind wood louvres), Drama (stadium light to create game energy), and Focal (to make product the hero).



#### Interior Contractor

Aadi Associates, Hyderabad

#### Lighting Vendor

IKIO lighting, Haridwar

#### Fixtures

Various factories in china

#### Mannequins

Vertex Displays, China

#### Signage

Creon Advertising, New Delhi



**Satarupa Chakraborty**