

PRESS RELEASE

Foot Locker opens the first Reimagined Evolution concept store in Greece

A modern retail space that brings together community and leading sneaker brands – offering an engaging shopping experience in the heart of Chalandri.

Athens, December 3, 2025 – With a high-energy opening event in collaboration with **adidas** for the launch of the new ADISTAR, **Foot Locker unveiled Greece's first Reimagined Evolution store in Chalandri**. On November 27th, sneaker fans came together to experience a celebration of innovation, community, and contemporary sneaker culture in Foot Locker's newest space.

This new **flagship location** represents the most complete expression of Foot Locker's latest retail philosophy: a globally recognized concept that blends cutting-edge design, digital integration, and inclusive community-driven experiences.

This marks the **first store in Greece** to introduce Foot Locker's new philosophy, designed to radically elevate the shopping journey, connect the sneaker fan community, and deliver innovative services.

The new store introduces a **completely refreshed retail environment** that makes product discovery easier, more engaging, and more intuitive. A **streamlined store layout** naturally guides visitors, while dedicated zones at the entrance highlight **new and exclusive releases**, ensuring there's always something fresh to discover. At the same time, **dynamic brand storytelling** brings partner brands to life, helping customers quickly grasp product features and benefits.

At its core, the space features a **Communal Try-On Area** – a welcoming, inclusive environment designed to bring people together through shared experiences. This area goes beyond traditional retail, serving as a destination for discovery, and connection. It encourages visitors to explore styles freely, exchange perspectives, and engage with one



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another in a space that celebrates individuality and community alike. The store environment reflects a contemporary retail approach where products, people, and culture intersect.

The event featured an engaging video booth, cocktails & mocktails, a DJ set, a live act by SOLMEISTER, and a customization station where early visitors received an exclusive adidas t-shirt designed specifically for the opening. Guests were among the first to discover Foot Locker's newest retail philosophy and explore a store designed to redefine the shopping experience.

For more information and online shopping, visit the Foot Locker Greece e-commerce site at www.footlocker.gr.