

Foot Locker

RESS RELEASE

Foot Locker unveils its second reimagined evolution store in Greece on Ermou street

Foot Locker's presence in Athens' most commercial location is refreshed through an upgraded concept.

Athens, April 7, 2026 – Foot Locker, a Furlis Group company, is unveiling its new presence on Ermou street with the opening of its second Reimagined Evolution store in Greece, located at one of the most iconic retail destinations in Athens. Following the launch of the first concept store in Chalandri, the new location at 19 Ermou street marks another step forward in the brand's evolution in the Greek market. The space combines a modern retail experience with sneaker culture, brand storytelling, and strong connections to the local community.

The selection of Ermou street as the store's location is a strategic move, as it remains at the heart of a city characterized by constant activity and a vibrant cultural energy. Within this context, the new space has been designed not only as a premium shopping destination but also as a hub for exclusive product drops, unique activations, and experiences with a strong cultural footprint.

Based on the global Reimagined Evolution concept, the new store emphasizes a holistic customer experience, featuring clearly defined zones, dynamic product presentation, and an environment that encourages interaction between consumers and the brand. The store adopts a social-first approach, transforming the in-store experience into shareable content that extends across the brand's digital channels, enhancing Foot Locker's overall reach and creating new opportunities for audience engagement.

Additionally, the Foot Locker store introduces *Home Court* for the first time in Europe – a newly designed space dedicated to basketball and street culture. This addition significantly enhances the overall experience of the upgraded store and highlights the dynamic evolution of the concept at a European level. Within this space, visitors can discover signature footwear from athletes such as Giannis Antetokounmpo, Anthony Edwards, and Ja Morant.

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A large screen featuring dynamic audiovisual content further elevates the experience, bringing global basketball culture closer to the Greek audience.

With this new opening, Foot Locker further strengthens its presence in the Greek market, investing in a destination that brings the brand closer to a new generation of consumers while showcasing a more contemporary version of the retail experience in the heart of Athens.

For more information and online shopping, visit: www.footlocker.gr.