

VER

Aver Insight
“The Selfridges of sport” – Sports Direct’s new flagship
July 2021



Overview

- Sports Direct's landmark flagship store on Oxford Street reopened on June 19, following a £10m makeover
- The new flagship spans 50,000 sq ft across multiple levels, with dedicated brand zones and a focus on technology-led experiences
- The significant investment in bricks-and-mortar by Mike Ashley's Frasers Group marks a strong vote of confidence in the high street
- This is despite ongoing challenges for the sector



Context

- Sports Direct's Oxford Street flagship was heading toward closure in early 2021, with continual and significant price reductions and discounts in place in-store
- Sports Direct's overall revenue throughout 2020 was at its highest ever, however, as CEO Mike Ashley took opportunities to buy out flailing high street retailers to expand the group's bricks-and-mortar presence
- The footprint of the retail empire grew considerably over this time, with Sports Direct opening over 200 new stores in the UK, bringing the total to 769
- With this extensive growth and the launch of an impressive new flagship on Oxford Street, Sports Direct has now been dubbed the 'Selfridges of sport'

New flagship store layout

Basement floor: Featuring premium labels such as Lacoste, Calvin Klein, Hugo Boss alongside sports brands such as USC, Nike, and Adidas



Ground floor: The world's first independently reviewed bra-finder tool in The Bra Studio with more clothing and sport-related items.

New flagship store layout



First floor: Football arena – AstroTurf area with football shirts galore, Gait Analysis and a PS5 wall including gaming accessories

Second floor: Outdoor clothing for all seasons, alongside swimming gear



Interactive and immersive

The store is fitted with **100 digital screens**, a selfie booth, and stocks over 140 brands



Asics Gait Analysis running machine enhances the trainer selection experience with smart fit technology, and features a digital 'safesize' shoe measuring tool for all ages

Interactive and immersive



Gaming experience: Visitors can challenge VIP guests to a FIFA game, while browsing PlayStations and accessories to purchase

Customisation station: Provides customers with the opportunity to customise football attire, boots and accessories with their name or initials



Transformation of reputation

- The launch of Sports Direct's flagship will assist the brand in reversing its reputation for underwhelming, 'bargain bin' store experiences
- It is a pivotal time for the reputation to be addressed as Frasers Group's shares and profits have been unstable in recent years
- The Oxford Street flagship's pioneering use of technology and creative brand partnerships may revitalise Sports Direct's brand



Making headlines

Sports Direct raises its game with £10m Oxford St revamp

THE  TIMES

First look: Michael Murray discusses the tech-heavy revamped Sports Direct flagship on Oxford Street

Evening  Standard

MyLondon

Sports Direct reopens flagship Oxford St store after £10 million tech makeover complete with holograms

First look: Michael Murray's £10m Sports Direct revamp

Michael Murray, head of elevation at Frasers Group, leads Drapers on a first look at Sport Direct's overhauled Oxford Street flagship.

FOR ALL THE FASHION BUSINESS
Drapers

Sports Direct reopens London flagship with £10m revamp

 RETAIL
GAZETTE

Conclusions

- Sports Direct is one to watch for its bold and unwavering commitment to central London, with the Oxford Street flagship a pivotal move to reposition and propel the business
- The revitalisation is largescale investment to create a destination store offering world-class technology and a one-of-kind experience
- It is a carefully targeted and well-timed launch, following the resurgence in wellbeing and fitness during the pandemic
- As one of the biggest retail empires in the UK, the store launch is a positive signal for the industry, proving the enduring demand for quality bricks-and-mortar experiences



VER

Driving demand. Delivering outcomes.

Nick Thornton

07808940208

nickthornton@averpr.com

averpr.com

Amy Cassidy

07495461547

amycassidy@averpr.com