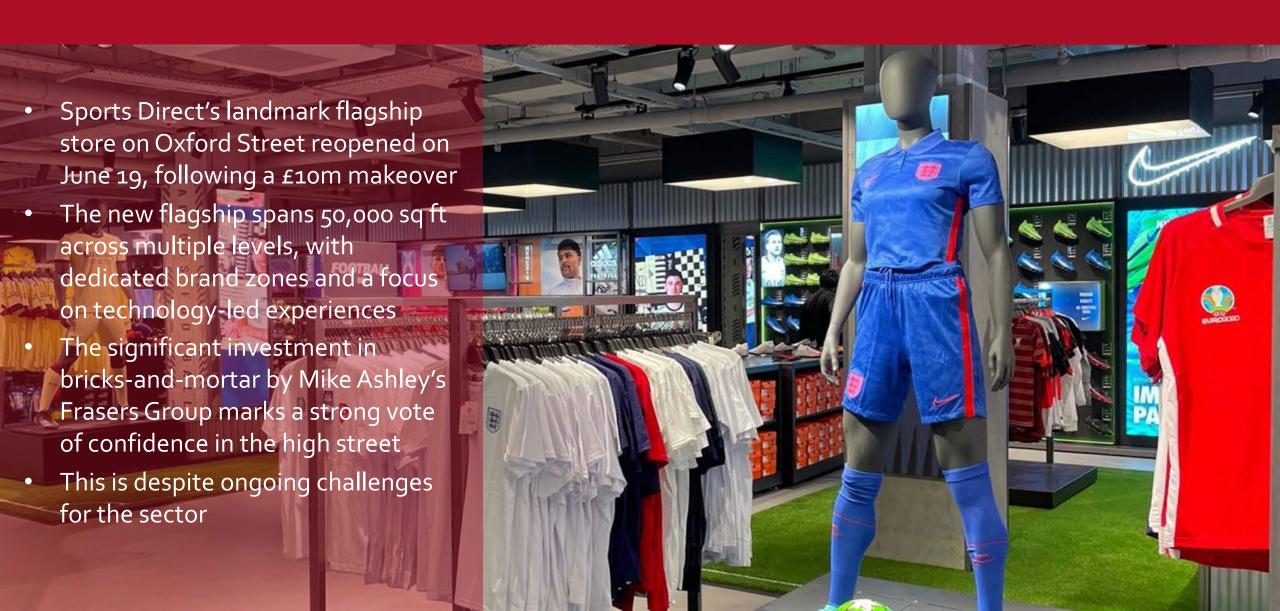


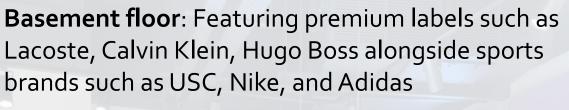
Overview



Context



New flagship store layout





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



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

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

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

GAIT ANALYS

RUNNING

Interactive and immersive



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

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

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

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.

Drapers

Sports Direct reopens London flagship with £10m revamp



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



