

## News Release

Hoofddorp, The Netherlands | 13 June 2013

### **ASICS crowned 'International Retailer 2013'**

True sports performance brand ASICS was awarded the title of 'International Retailer 2013' at the Retail and Leisure International's (RLI) eighth annual Global RLI Awards, held at the Natural History Museum, London, on 6 June.

ASICS was shortlisted for the RLI International Retailer 2013 Award alongside other international brands. The judges were looking for strong innovation, brand values and store innovation, alongside strong financial performance and a clear development and expansion strategy.

ASICS claimed the prize thanks to its innovative retail concept; the ASICS Global Flagship stores. During 2012, ASICS opened three flagship stores across Europe: London (Oxford Street), Barcelona and Stockholm. Customer response has been extremely positive and commercially the stores have all traded well above expectations.

Whilst the core ingredients within the flagship stores remain consistent, the design teams reacted to a range of site specific challenges, which resulted in the creation of three unique experiences, which still retained a consistent ASICS brand thread.

Each of ASICS flagship store provides advanced technological services and professional advice for runners, a running club and offers the full performance running collection alongside other sports performance categories, such as tennis, volleyball and track & field etc.

A state-of-the-art Running Lab offers the highest level of biomechanical testing to improve running ability and boost performance. ASICS FOOT ID is a high-tech shoe selection device that ensures consumers are fitted the correct shoe for their individual running style. The Running Club allows members to benefit from exclusive shower and changing room facilities, and organize running clinics.

Fernando Pina Mulas, Director of Retail for ASICS EMEA said, "It's a great honour for ASICS to be given this prestigious award. It underlines our positive development in retail business, and particularly gives



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recognition to ASICS' unique store concept. Our flagship stores educate consumers about the science of running and provide the highest level of service – both of which are hugely important to ASICS.”

**- Ends -**

*Notes to editors:*

1) ASICS currently has flagship stores in:

### **Europe**

Amsterdam, London 2x (Oxford Street, Argyll Street), Barcelona, Stockholm

### **North America**

New York (US)

### **South America**

Sao Paolo (Brazil)

### **Australia**

Sydney

### **Asia**

Kobe, Tokyo 2x, Osaka (Japan), Taipei (Taiwan)

2) For more details on Retail & Leisure International, and the Global Awards 2013:

<http://www.rli.uk.com/>

