



## adidas to open first Originals Store in Texas

Portland, OR, June 14, 2006 - adidas has announced plans to open an adidas Originals Store this August at NorthPark Center, Dallas' premiere shopping mall. The 2,762 square foot store will be the first adidas Originals store to open in Texas.

"Dallas is known for its individuality and influence on the rest of the state," says Michael Jaeggler, Senior Retail Development Manager, adidas America. "We have been hearing the demand for adidas for a long while; we've just been waiting for the ideal opportunity. NorthPark Center's expansion provided it, with their strong consumer base made up of our target audience, along with the complementary retail tenants that have signed on to be a part of the new wing."

adidas Originals Stores are located in the world's leading metropolitan areas, including Tokyo, London, Hong Kong, and Buenos Aires, among others. The first U.S. adidas Originals store opened in SoHo, NY in September 2002. Since then adidas has opened in Miami, Cambridge, Georgetown, Portland, Chicago, Los Angeles, Philadelphia, Berkeley, San Diego, and Atlanta.

The Originals collection is part of adidas' Sport Heritage Division and represents a true fusion of sport authenticity and global street style. Product offerings include past favorites, re-introduced pieces, limited-edition products, and strategic alliances such as Missy Elliott's "Respect M.E." line and the "Ali by adidas" collection. The other two divisions making up adidas' three-divisional structure are Sport Performance and Sport Style. This structure allows adidas to expand its customer base and to gain deeper market penetration in its existing markets.

## Information



Always inspired by authentic historical moments in adidas' large sporting history, adidas Originals is the ultimate aspirational street fashion label for today's lifestyle consumer. Originals products are represented by the Trefoil logo, introduced in 1972.

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