Champs Sports Unveils First-Ever Reimagined Store Concept

July 1, 2025 at 8:00 AM EDT

The Redefined Champs Sports Retail Experience Debuting in Tampa and Portland Metros Features an Immersive Design and Elevated Product Assortment, Anchored by Champs Run Club

NEW YORK, July 1, 2025 /PRNewswire/ -- Champs Sports, a banner under Foot Locker, Inc. (NYSE: FL), today unveiled its Reimagined retail concept designed to deliver an enhanced customer journey through an immersive retail experience. Re-opening today in two key markets, Tampa, FL (Brandon Exchange) and Portland, OR (Washington Square), the redesigned stores reflect Champs Sports' commitment to blending sport and everyday life to deliver a redefined retail experience.

Driven by customer insights and designed to embody the "Sport For Life" brand platform, the new concept introduces an inviting and modernized storefront featuring a bright, organized design and an extensive selection of multi-brand apparel, footwear and accessories. Product storytelling comes to life through elevated presentation walls and digital displays, while the light aesthetic emphasizes a contemporary vision of sport culture.

"At its core, Champs Sports focuses on serving sport-style enthusiasts with head-to-toe assortments," said **Tony Aversa, Senior Vice President and General Manager of Champs Sports.** "The Reimagined store concept redefines what the Champs Sports in-store shopping experience can be, enhancing every step of the customer journey. Tampa and Portland are dynamic markets making them ideal locations to unveil a new store experience that reflects our brand ethos. The concept also strengthens our "Sport For Life" brand platform to connect sport to life in an innovative way that continues to engage with the communities we serve."

The concept features a flexible design and enhanced functionality, allowing for ease of merchandising and reimagining product displays over time. To further enhance the customer experience, Champs Store Associates will also be equipped with improved tools to assist customers, along with multiple checkout points for seamless service.

The store concept features include:

- **Sport-Inspired Storefront:** The inviting storefront is intentionally branded to immediately communicate "Sport For Life" inspiration through elevated digital storytelling.
- **Premier Walls:** High-impact visual displays that showcase brands, with an emphasis on outfit-building and enhancing try-on experiences with elevated fitting rooms located nearby. There are also key accessory zones in the back of the store to complete the look, offering a cohesive style journey.
- **Family-Friendly Shopping Experience:** A multi-brand, family-friendly zone featuring footwear for Women & Kids to encourage full-family shopping.
- **Digital Integration:** Measuring tools with 3-D scanning technology to help customers achieve a precise fit and multiple omnichannel touchpoints for a seamless, head-to-toe shopping experience.
- **Prominent Champs Run Club Destination:** Dedicated Men's and Women's Run Club areas that encourage connection and provide curated assortments, in an effort to make running more accessible and encourage an active lifestyle.

Central to the new store concept is the expanded focus on Champs Run Club — an in-store and nationwide program promoting movement and inclusivity through running. The dedicated Run Club in-store fixtures highlight performance running products and tailored assortments to serve the needs of local running communities.

Strategically positioned near important hubs allowing for agility with testing and learning, the Brandon Exchange location is close to St. Petersburg, FL, where Foot Locker, Inc. will open its new global headquarters, and the Washington Square location is embedded in a market with deep roots in sport and sneaker culture.

To celebrate, Champs Sports will host a grand opening event in partnership with Nike at the Washington Square store in Portland from July 26 – 27. The event will deliver customer-focused experiences including live entertainment, giveaways, customization and more. At the heart of the weekend is a Champs Run Club event – designed to bring together local runners of all levels for a celebration run starting and ending at the store. There will also be a grand opening event at the Brandon Exchange location from August 9 – 10 featuring live entertainment, giveaways, customization and more.

"We are thrilled to partner with Champs to help bring their vision for immersive retail to life," said **Jason Kirrer, Vice President of North America Sales & Marketplace, Nike.** "The Reimagined store concept reflects our shared objectives to celebrate sport and serve athletes through elevated retail and experiences. We are excited to help mark the grand-opening moment of Champs Sports in Washington Square with a high-energy weekend that goes beyond retail to connect and engage with our shared communities."

The unveiling of the Champs Sports Reimagined store concept underscores Foot Locker, Inc.'s advancement against its Lace Up Plan to "Power Up the Portfolio," following the eight Foot Locker Reimagined stores that opened globally across North America, Europe and Asia over the past year. Champs Sports plans to continue to scale the Reimagined concept with additional stores.

For more information on Foot Locker, Inc.'s initiatives and latest developments, please visit **www.footlocker-inc.com**.

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About Foot Locker, Inc.
Foot Locker, Inc. is a leading footwear and apparel retailer that unlocks the "inner sneakerhead" in all of us. With approximately 2,400 retail stores in 20 countries across North America, Europe, Asia, Australia, and New Zealand, and a licensed store presence in Europe, the Middle East and Asia, Foot Locker has a strong history of sneaker authority that sparks discovery and ignites the power of sneaker culture through its portfolio of brands, including Foot Locker, Kids Foot Locker, Champs Sports, WSS, and atmos.

Disclosure Regarding Forward-Looking Statements
This press release contains forward-looking statements within the meaning of the federal securities laws. Other than statements of historical facts, all statements which address activities, events, or developments that Foot Locker, Inc. (the "Company") anticipates will or may occur in the future, including, but not limited to, such things as future strategic plans, financial objectives, financial outlook and other such matters, are forward-looking statements. These forward-looking statements are based on many assumptions and factors, which are detailed in the Company's filings with the U.S. Securities and Exchange Commission.

These forward-looking statements are based largely on our expectations and judgments and are subject to a number of risks and uncertainties, many of which are unforeseeable and beyond our control. For additional discussion regarding risks and uncertainties that may affect forward-looking statements, see "Risk Factors" disclosed in the Company's Annual Report on Form 10-K for the year ended February 3, 2024 and subsequent filings. Any changes in such assumptions or factors could produce significantly different results. The Company undertakes no obligation to update the forward-looking statements, whether due to new information, future events, or otherwise.

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