

News Release

Auckland, New Zealand | July 5th 2017

TRUE SPORT PERFORMANCE BRAND ASICS LAUNCHES NEW ZEALAND RETAIL CONCEPT STORE

True sport performance brand ASICS today announces the opening of New Zealand's first and only retail concept store in the Auckland CBD.

The Shortland Street store is a frontrunner in the global rollout of a new look for ASICS offering customers a new fully-integrated sports experience.

"If you walk into the store in Brussels, or New York or New Zealand you will get the same look and feel, and generally the same product mix as well," Greig Bramwell, ASICS NZ brand manager, says.

The sensory shopping experience in a 203 metre square space, starts with big screens in the store-front, bringing the broad sports performance collections to life.

ASICS is committed to growing its apparel offering and the new store will showcase this. "We are the true sport performance brand, so it was important that we offered not only the very best products, but also the best customer experience, and we have set up this store to deliver that," Bramwell says.

As well as showcasing the full range of footwear and apparel for the first time in this country, the two-storey store also has New Zealand's first state-of-the-art ASICS FOOT ID System. Using laser and micro cameras to map the foot – measuring the length of the foot, the width, arch height, heel tilt – staff are able to advise the best fit for the customers foot.



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“We are proud that once we get people in ASICS, they like the product and stay faithful to the product. They are loyal to the brand and the brand is loyal to them.

“ASICS doesn’t change dramatically from one model to the next, it is about continuous improvement. Each new shoe has been tested by various foot types.”

Knowledgeable staff ensures a thorough service. The manager has 14 years’ experience and ASICS Oceania approached podiatry specialists when staffing the store, including students working towards their professional development.

“We put the consumer at the heart of what we do,” Bramwell says. “We are confident we have delivered a next-generation retail concept.”



ASICS AUCKLAND, 3 SHORTLAND STREET, AUCKLAND

Hours

Mon-Fri 9.30-6pm

Sat 9.30-5pm

Sun 10am-5pm

Phone: (09) 306-7232

<http://www.asics.com/nz/en-nz/auckland-store>

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