

Nike women's-only store with fitness studio opens in Newport Beach

Nike today opened a new women's store in the Fashion Island lifestyle center in Newport Beach, Calif. Located at 363 Newport Center Drive, Nike Fashion Island is a 6,000-plus square-foot consumer experience store that offers the community the best of Nike products, including premium women's running, training and sportswear styles, along with key designer collaborations.

The store also features an in-store studio for group or personal fitness training sessions – the first in a U.S. Nike retail location. The studio will also enable customers to trial training and running footwear and apparel. Specialized services, weekly programming and special events are designed to inspire and enable the community of active women in and around Newport Beach. In-store services include run analysis, bra fitting, footwear trials and pant hemming, and programming includes the Nike+ Run Club, Nike+ Training Club and yoga classes.

“We connect with and inspire millions of women all over the world every day through our Nike+ Training Club and Nike+ Running apps,” said Amy Montagne, VP, GM of Nike Women. “Our women's business has never been stronger and this new store is the ultimate expression of our commitment to women who run, train and live the look of sport and fitness throughout their day.”

Beginning Thursday, Nov. 20, Nike Fashion Island will offer the following ongoing group training experiences for women:

- **Nike+ Run Club**, Saturdays at 9:04 a.m.
- **Nike+ Training Club**, Mondays at 6:37 p.m.
- **Yoga**, Thursdays at 6:37 p.m.
- **Open gym and personal training**, Monday – Sunday from 11 a.m.-4 p.m.

To help celebrate the opening of Nike Fashion Island, U.S. figure skater Gracie Gold will preview her "Core Confidence" N+TC app workout launching in December and participate in a Q&A for customers with NTC Master Trainer Joselynn Boschen.

Nike Fashion Island customers will also benefit from a new, unique technology that seamlessly integrates a physical and digital shopping experience. Shoppers can purchase product not offered in the store from a nearly endless aisle at Nike.com in a single, mobile transaction. Product ordered from Nike.com in the store will then be shipped free of charge anywhere in the U.S. in three to five days. This seamless technology is already in place in nearly all Nike Stores and Nike Factory Stores across the US. Customers can also make purchases with tap-to-pay technology in the store and take advantage of Apple Pay using an iPhone 6 with Touch ID.

Following Fashion Island, Nike will open a second women's-only store in Shanghai, China's IAPM Mall on Nov. 29. These doors are part of the brand's larger retail strategy to serve women. Athletes in the Southern California community can look forward to another new retail location on Nov. 26 with the opening of Nike Running Pasadena.

Regular updates for Nike Fashion Island, including opening week activities, can be found at gonike.me/orangecounty.