

Nike The Grove Designed to Outfit the City of Athletes

Nike's new West Coast flagship, Nike The Grove, will act as a hub for Nike retail and consumer experiences. Located in the iconic outdoor mall from which it takes its name and designed to outfit and serve Los Angeles, it will also operate as a meeting place for athletes connected through the Nike+ digital ecosystem.

The three-story, 31,000-square-foot store features several local design elements, including a soccer-themed mural by LA artist Tristan Eaton, reclaimed wood from LA County high school gym floors and a "We Are LA" mural featuring thousands of icons reflecting Nike's heritage, nods to local sports teams and California-centric imagery like an outline of the state and the 405 freeway sign.

The store also includes three product trial spaces where consumers can experience Nike innovations firsthand: a soccer pitch, a basketball area – the Jordan Trial Experience featuring an elite dribbling experience lasting 23 seconds, as a nod to Michael Jordan – and a space for young athletes to play.

"With the opening of Nike The Grove, we are excited to offer greater access to the world of Nike products, services and experience in LA," said Carrie Ask, VP, General Manager NikeStores North America.

Nike The Grove will offer Nike's newest and most innovative products across various sport categories, including the recently released FLYEASE basketball shoe, Nike's cold weather training products featuring Therma-Sphere Max and LA-specific products. Services offered at Nike The Grove will include personal styling, bra fitting, pant hemming and Nike+ Run Trialing. The store will also integrate technology that enables consumers to purchase online and onsite, via a single mobile transaction.

To celebrate its opening and embrace LA's passion for sport, the store will host live Nike+ Training Club workouts in The Grove's courtyard each Saturday in September. Nike+ Run Clubs will take place every day throughout opening week.

On the Los Angeles City Page, residents and visitors can access the most up-to-date Nike+ Training Club and Nike+ Run Club schedule. For more information, Nike The Grove locations or other Nike stores in the Los Angeles area, consumers can visit nike.com/LA or follow [@NikeLA](https://twitter.com/NikeLA) on Twitter.