

# Marketing

Marketing, 27 May 2009

## Intersport to update stores

Leisure retailer Intersport is rolling out a fresh store concept to draw attention to specific brands and improve its customer experience.

The interior, created by Cada Design Group, features a white background with blue lighting that weaves through the store to create a modern feel. The retailer will also introduce ceiling guides to direct customers to specific merchandise.

Brands will be split by activity rather than product type. Sectors include football, outdoors and winter sports.

Consumers will be encouraged to trial items, such as running shoes, so staff can evaluate their technique and make recommendations.

Intersport has more than 5000 stores in 35 countries.