



New store design for Intersport

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Intersport has unveiled its new store concept in Gothenburg, Sweden.

Designed by CADA Design Group, a brand and retail design consultancy based in London, it comprises a white background and blue LED lighting as well as a series of 'feature worlds', which categorise product by activity. Interactive information points have also been utilised, allowing customers to learn more about products in-store, as have technology solutions, which can evaluate a customer's technique and make product recommendations.



"Executing our group strategic plan is a really exciting time for Intersport," says Werner Zil, division manager of IIC - Intersport International. "We wanted to work with an experienced design consultancy such as CADA that we know well and can trust to help take our brand to the next level, while still maintaining a strong brand identity across the world."

Says David Anderson, founder director of CADA Design Group: "At CADA our clients come to us for creative solutions based on sound experience and we are really excited to be working on this all-encompassing retail positioning project. Intersport serve 175,000 customers every day, we want to give each and every one of them the best store experience possible."