Nike upsizes at London Designer Outlet, highlights athleisure strength

By Nigel Taylor - 14 February 2022

London Designer Outlet (LDO) is about to be boosted yet again with another major retail brand upsizing at the west London mall. Nike is endorsing its presence there by opening a much bigger store after nearly eight years at the 84-acre site.

The global sportswear brand is set to increase its footprint at the Wembley Park mall by more than two thirds, from 9,200 sq ft to 15,500 sq ft. The new store will open to the public in Q2 this year.

The new store will feature the brand’s recently-launched Nike Unite concept – which helps locals connect more closely with sport. Customers will experience an in-store community wall highlighting the its own team and local partnerships, with design elements incorporating local landmarks and hometown heroes - encouraging shoppers to take pride in their roots.

While Nike’s expansion works are under way, the brand will continue to occupy a pop-up space in the upper mall – taking approximately 10,000 sq ft before the new, permanent store opens.

The expansion comes just months after Adidas expanded its store at LDO, increasing its footprint by 63%. It also follows a similar move by Tommy Hilfiger which has more than trebled its total footprint to 7,800 sq. Meanwhile, Calvin Klein also undertook a substantial expansion, with its presence having grown by 50% to 4,100 sq ft.

“With the centre already being home to Puma, Converse, Champion, New Balance, Vans, The North Face and ASICS, London Designer Outlet also stands ready to meet the continued surge in popularity of athleisure”, a spokesperson said.

Matt Slade, Retail Director of Quintain, the owner of LDO, added: “Further to decisions by Nike, adidas and Tommy Hilfiger to upsize, we are proud and fortunate to offer such a strong mix of premium, lifestyle, sports, high street fashion, homeware and F&B brands.
“That so many of our brands, including Nike, have been with us since London Designer Outlet opened – and have expanded at the centre – is a source of deep pride and helps to ensure our guests have a consistently excellent experience every time they visit.”

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