

## Under Armour opens second brand house in Rome

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*Under Armour - Brand House Rome*  
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Three years after opening the first Brand House in the ROMAEST shopping center, the Baltimore-based sportswear brand doubles its presence in the heart of the Italian capital, in Via del Tritone 176.

The store, of almost four hundred square meters, officially opened on January 27, in one of the most prestigious streets of the city.

Despite the difficult global historical moment, the Italian Oberalp Group, exclusive distributor of UNDER ARMOUR in Italy, wanted to start the new year defying the crisis and launching a strong signal of restart, optimism, and confidence in the future with a concrete investment.

The new store offers its consumers a full immersion in the multi-sport world, characterized by sophisticated design and deep technological innovation. It will be possible to find a wide selection of the training line, transversal to any sporting activity and fundamental to the Under Armour concept perfectly represented by the Brand's mission "Under Armour makes you better", as well as

numerous proposals for running, basketball and accessories dedicated to young athletes.

With this latest opening, Oberalp is managing eleven UNDER ARMOUR stores, of which six are Brand Houses and five Factory Houses.



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The Oberalp Group is a family-owned company based in Bolzano in northern Italy. Founded by Heiner Oberrauch in 1981, the company currently has around 700 employees. In addition to the development and production of mountain products by the company's own brands, the company also acts as a distribution partner for internationally renowned sports brands. Originally from Munich, Salewa has been part of the Oberalp Group since 1990. Over the years, the Group's portfolio has been expanded with the brands Dynafit, Pomoca, Wild Country, Evolv and the newest member LaMunt. Time and again, the family-run company makes courageous decisions, treads new paths, and actively promotes the innovative design of products, processes, and approaches. Mindfulness and sensitivity in dealing with the environment and people as well as a passion for sports and the mountains form the foundation of the company culture. Since 2018, the Oberalp Group has published its sustainability report "Contribute" every year alongside its financial statement. For the fourth time in a row, Oberalp has been the only company in Italy to be awarded with "Leader" status by the NGO Fair Wear Foundation