



UNDER ARMOUR

November 2022

UNDER ARMOUR OPENS NEW STORE IN CATANIA AND RENOVATES IN ROME

Oberalp, the exclusive distributor of UNDER ARMOUR in Italy, closes the year 2022 with two new retail projects: The change of look of the Roman Brand House and the opening of the first store in southern Italy, in Catania.

In both stores, Oberalp presents Under Armour's latest retail concept, with a completely renovated format that focuses on simplicity and respects the brand's DNA in all its details.

While the entrance, characterized by a red portal, Under Armour's iconic color, captures the consumer's attention, the interior is presented in neutral tones to allow the product to be the real star.

Rome

The space, which covers more than 200 square meters, has been completely redesigned. The offer includes apparel, footwear and accessories collections for women and men, focusing on training, running and golf.

To bring Rome's dynamic art scene indoors and give the concept a local touch with the creation of murals, Under Armour has teamed up with MOTOREFISICO, a renowned Roman artist duo composed of Lorenzo Pagliara and Gianmaria Zonfrillo - both architects and designers.

Thanks to their deep and varied international experience, they have brought a mix of street art and interior design to the store.

Catania

With the Brand House in Catania, Oberalp continues its expansion in southern Italy. The store opened at the end of October inside the well-known Centro Sicilia shopping mall.

The new space covering more than 120 square meters, offers its consumers a full- immersion in the multisport world, distinguished by refined design in full UA style and deep technological innovation. Inside the store, consumers will find the latest apparel, footwear, and accessories collections, focused on training and running.

With this latest opening, Oberalp is managing twelve UA stores, seven Brand Houses and five Factory Houses.

UNDER ARMOUR Brand House Rom-Via del Tritone 176

UNDER ARMOUR Brand House Catania-Centro Sicilia SP54

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Under Armour, Inc. Under Armour, an international brand of sports apparel, footwear, and accessories with the mission to improve the performance of all athletes through its innovative and technological products.
For more information, visit the website: <https://about.underarmour.com/>

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