

Plein Sport opens its first U.S. store in Soho

Doing things in a small way is not in Philipp Plein's nature. Thus, when the founder and creative director, who calls [Lugano](#), Cannes, Los Angeles, and New York home, arrived in Manhattan to celebrate the opening of the first Plein Sport store (2.0 version), he pre-gamed with a swanky cocktail party at his Upper East Side manse the night before. The juxtaposition of the uptown and downtown events was a fitting picture for the exuberant entrepreneur whose brands have been making serious inroads to categories Plein sees untapped such as highly designed yet moderately priced activewear.



"If you want to wear fashion brands, you have hundreds of options, but if you want to meet me at the gym to work out, there are only a few options. So, I must bring a new option. I am disruptive. I like to disrupt markets; first in watches, now sports which is my next big thing: to change the environment of active sportswear," Plein said in a pre-party interview with [FashionNetwork.com](#). Sounding much like a huckster, he said, "Put on your tigers and run to Soho to get your new gear." Tigers are the name of the collection sneakers, which bear a tiger face inset in the sole. He is also eager to point out that it's a vegan line.

This isn't the first time Plein delved into activewear. Plein Sport initially launched in 2016 with a price point closer to the Philipp Plein collection. For example, sneakers in this new line will retail at approximately \$150 versus \$1000 for main collection kicks. The new initiative is dubbed 'The Re-Evolution' of Plein Sport.

His distribution will also drastically shift. The Soho location is considered a makeshift location to draw attention to the brand. It was gussied up with clever paint jobs, some graffiti art, and futuristic portable display fixtures by design.



"This Soho store is truly a pop-up. We don't have an architect, just clever use of paint, and we don't want to scare them off because they think it's too expensive," he said of the space geared towards an urban rap hip-hop aesthetic. His continued exploration of the convergence of tech and fashion is seen on the boxes, which include a rechargeable screen showing a commercial film and an automated restocking system planned for future locations. Plein has signed a 10-year lease on the space and predicts he will use it for a flagship store in the future.

While this location is a marquee spot, the additional Plein Sport stores planned will be offered in commercial retail space, aka malls. [Next](#) month he will open in Beverly Hills, Madrid, with places such as Rome, Bergamo, [Arezzo](#), Nice, and Poland up next. The worldwide rollout is 300 locations planned over 36 months.

"We want places with high foot traffic. [Small](#) locations with about 1000 to 1200 square feet, and half of that is the stockroom. It will be a tight product edit, with limited SKUs of unisex styles. We pay less rent in these places, so it's affordable, and we also save on headcount in a small space," he continued.

He celebrated the standing-room-only night with a performance by rap hip hop legend Jadakiss who another guest referred to as a 'New York legend'—a moniker Plein is aiming towards with this latest project.

FASHIONUNITED

Plein Sport to open retail experience pop-up store in SoHo, New York



By Alissa Schumacher
5 hours ago



Luxury sportswear brand, Plein Sport, opened its newest pop-up store in Soho, New York as part of a global expansion strategy.

The pop-up store revealed its doors on February 9 at Spring Street and will be open for three months, giving customers plenty of opportunities to visit and shop. Under the motto 'Re-EVOLUTION', the opening event hosted performance content of the American rapper Jadakiss, high-tech lights, and networking opportunities for people in the industry.

"Plein Sport will develop a community of people with the same goal that will become a force of motivation",
commented founder and creative director Philipp Plein.

Plein Sport has become known for its bold and adventurous approach to fashion, and its pop-up store is no exception. Being known for its attention to detail, the store's design reflects this with unique elements and eye-catching displays like graffiti throughout the space, basketball baskets, and skateboards as seating areas. As it is supposed to demonstrate the feeling of a gym environment combined with street-style elements, the store is set to be a unique shopping experience for fashion enthusiasts, sports fans, and Plein Sport loyalists.

Located at the heart of Soho, which is perceived as one of the most fashionable neighborhoods in New York City by many, Plein Sport's pop-up store promises to offer visitors an immersive shopping experience and a chance to get to know the brand in an innovative way. Being surrounded by a selection of carefully curated shoes and activewear, the store features a bright, open floor plan and modern fixtures to showcase these products. In addition to the merchandise, the store also provides personal shopping experiences and styling assistance with the Plein Sport team.

Philipp Plein created Plein Sport with the vision that activewear is for everybody and adapted the brand to the values of inclusion and mindfulness of the industry. "It doesn't matter where the workout is practiced; it is about being part of a community that embraces the same interests, hobbies, and passions driven to strengthen inner beauty and personal well-being. I am a big fan of Plein Sport, not because I created it, but because I love its meaning", stated Plein.



Plein Sport Pops Up in NYC, and Beverly Hills Is Next



Philipp Plein at the opening of his Plein Sport pop-up in NYC.

CREDIT: BEN ROSSER/RFA.COM

On the eve of the official start to New York Fashion Week, Philipp Plein celebrated the opening of his first Plein Sport pop-up shop in the U.S. on Thursday night.

Located at 119 Spring St. in the SoHo neighborhood of Manhattan, the new store serves as the physical interpretation of the Plein Sport truck, which officially debuted in June at Milan Fashion Week Men's.

Since the unveiling, the mobile pop-up has been traveling across Europe to several cities to bring consumers the full offering of the brand. And now, this store, which mirrors design elements seen inside the truck, brings the full range of Plein Sport's sneaker and sportswear offering — along with its sneaker NFTs and Timex watch collaboration — to a storefront in NYC.



Outside the opening celebration of the new Plein Sport NYC pop-up.

CREDIT: BEN ROSSER/RFA.COM

According to Plein, who spoke to FN in an exclusive interview before the celebration last night, this opening marks the start of the brand's global expansion, having opened several stores in Europe with more on the way.

But, as he also noted, he wasn't planning on launching Plein Sport in the U.S. until 2024, and the expansion just fell into place, as the Spring St. space was originally meant to house his main Philipp Plein collection. However, permitting delays caused him to pivot to the Plein Sport concept.

Regardless of his intentions, Plein is not stopping his U.S. retail plans. The founder and creative director added that a Plein Sport pop-up in Beverly Hills will open in "three to four weeks," as well as a slate of additional European doors.



The sneaker wall inside the new Plein Sport NYC pop-up.

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"We have more locations coming in Italy and Spain, three more in France and five more in Germany already planned for this year," Plein noted.

And while the initial NYC pop-up is slated to last for three months, Plein told FN that he has signed a 10-year lease for the Spring St. space and now plans to further develop it, most likely for his main Philipp Plein label.

Asked if we could see the mobile truck concept here in the U.S., Plein who is self-funding this expansion, said: "Absolutely, 100%. But the time would need to be right."

"We are limiting our investments right now in the U.S. as we carefully look for the right locations," Plein added. "America is a very competitive market, especially when it comes to sneakers. But we are here, and I'm really excited about it."

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Inside the new Plein Sport NYC pop-up.

gilt

PLEIN SPORT: the new pop-up store in SoHo

All the innovative and revolutionary spirit of Re-EVOLUTION in a pop-up store that offers a hyper-connected and highly high-tech panorama

FEBRUARY 16, 2023 TRENDS



A super dynamic concept

Dynamism and innovative spirit are the pillars of PLEIN SPORT. The brand offers new opportunities by creating an experiential pop-up store, where customers can enjoy a different, unusual, hyper-connected and high-tech panorama, which consistently offers high performance. As Plein himself says, sport is for everyone and creates a community of people with similar interests, hobbies and passions that bring about well-being.



The values of the brand released by the proposed garments

PLEIN SPORT clothing perfectly expresses and embodies the brand's values, including individuality, freedom, respect and an inclusive spirit. Plein's culture is made of authenticity and extreme pleasure, and PLEIN SPORT becomes an inclusive space that brings together all sportsmen. Plein's iconic design is also used in the making of the pop-up. Graffiti, iconic elements, an urban and slightly underground atmosphere perfectly represent the culture of sport, very dear to Plein. PLEIN SPORT is therefore increasingly becoming a functional, versatile brand that supports and promotes an active lifestyle and perfectly combines comfort and great style.



A little face to face with Philipp Plein

Why are you so attached to Sport? What part of you feels so connected?

"I am always ready to look at the opportunities that the market offers to take advantage of them, and sport seems to be the biggest opportunity nowadays. Currently, in every sector the consumer is full of options to choose from: for example, you want to go to a restaurant and you can choose from a thousand types of food and types of restaurants, from fast food to starred. The sports market is very large in terms of turnover, think of the giant Nike, which almost monopolizes this sector. In any case, it is proven that the world related to sport and all the items on offer bring in a lot of money."

Who can wear the items you create and offer?

"Everyone, my offer is a people's wear, clothes for everyone; an activewear that uses very innovative and advanced technologies."



THE IMPRESSION
WHERE IDEAS ARE CREATIVE

Plein Sport Pop-Up Celebration at NYFW



New York City February 09th at 119 Spring Street, SoHo marks the first PLEIN SPORT Pop-Up Store opening out of a global expansion plan.

ReEVOLUTION perfectly describes the innovative and revolutionary groundbreaking retail store bringing the brand's limitless activewear and most iconic styles to New Yorkers with the evolution of a product experience made to measure for sports consumers.



PLEIN SPORT is dynamic and revolutionary; its evolution is an essential feature of the brand concept. In a constantly changing world, PLEIN SPORT adapts and seizes all the opportunities to offer a brandview store experience, where people will enjoy a different environment, where connection and social networking will be at the center as well as elevated and high-tech, performance product content.

"People identify themselves with the car they are driving, with the brand they wear to reflect their social status, while the activewear industry is embracing completely different values, and one of those, which I believe the most, is that sportswear is for everybody. It doesn't matter where the workout is practiced. It is about being part of a community that embraces the same rewards, habits, and passions driven to strengthen inner beauty and personal wellbeing. I am a big fan of PLEIN SPORT, not because I created it, but because I love its meaning." — Philipp Plein



With innovation at its core, PLEIN SPORT serves a wide community, creating the premiere indoor/outdoor gym brand for those who care about their midbody connection and feeling. As a people-first brand, PLEIN SPORT comes to those who combine their fitness and social lives, integral to interpersonal connections through the brand's values: freedom, individuality, mutual respect, and inclusivity. Embracing a gym culture of authenticity and pleasure, PLEIN SPORT becomes a space where active people can go from working out to the street.

A key feature of this groundbreaking pop-up builds and evolves upon the PLEIN SPORT Truck, first debuted during the SS23 collection kick-off. The brand introduced the first mobile store that has traveled across Europe to several cities to bring consumers the full offering of PLEIN SPORT. The journey continues as the PLEIN SPORT Truck lands in a stationary space, providing all consumers with an urban yet innovative experience.

The PLEIN SPORT Pop-Up honors the classic Plein aesthetic codes while establishing itself in its new home neighborhood, SoHo. Featuring skateboards as seating areas, neon graffiti, and other iconic Plein design codes, the space creates an urban, underground feel reflecting Plein's connection to street and gym culture, which also pulses through the collection.

PLEIN SPORT is functional, versatile, and engineered to support an active lifestyle. From achieving your personal best on a mountain hike to a workout class, PLEIN SPORT takes you into the future of fitness. Each item is designed uniquely, combining industry-level technology with style and comfort. It has a unique DNA, providing the ultimate sportswear performance experience.

"PLEIN SPORT will develop a community of people with the same goal that will become a force of motivation." — Philipp Plein, Founder, and Creative Director

The PLEIN SPORT Pop-Up will celebrate its launch on February 09th at the start of NYFW and will open its doors to shoppers on February 10th following the grand unveiling. The pop-up will run for three months.



WWD

Fashion, Beauty, Business.



New Generation

Khaite's Cate Holstein is in the midst of major life developments, opening her first retail store — which will further solidify her as a torchbearer of a new generation in American fashion — and, on top of it, getting ready for the birth of her son next month. For more on Holstein and her plans for Khaite, see pages 12 and 13.

PHOTOGRAPH BY NINA LANG

Phoebe's Date

Phoebe Philo has at last revealed the launch date for her long-awaited brand, which will bow in September. **Page 7**

Fall Colors

White-pale shades take their place. Pantone's fall color trends and color designers are in line with nature's bright tones. **Pages 8 and 9**

Ones to Watch

An new look Fashion Week listing, a look at Agathe, Nylon and Kollon by Robert Rodriguez. **Pages 10 and 11**

WWD

BUSINESS

First Plein Sport Retail Pop-up Opens in New York's SoHo

• The store marks the start of Plein Sport's global retail expansion.

BY USA LOCKWOOD

Plein Sport on Friday will open its first-ever retail pop-up. The shop, at 199 Spring Street in New York's SoHo, will remain open until September, and marks the kickoff of Plein Sport's global retail expansion.

The 2,000-square-foot shoe boutique and clothes upon the Plein Sport track racing pop-up which began traveling around Europe last year selling the spring/summer 2023 collection.

"SoHo gives you the opportunity to do things differently. When you look around SoHo, there's rarely a brand that uses the same store concept that it uses around the world. It's a place to be different," said Philipp Plein in a telephone interview.

Plein said the company is in the process of opening 100 Plein Sport stores around the globe over the next three years. "We have about 20 leases signed around the world," he said. Another Plein Sport store will open in the Beverly Center in Beverly Hills next month.

"The concept was put together differently, so I put together my friends in New York. We didn't do it with an architect, which I really like because it was really fun. We have graffiti on the walls," he said. He hired an artist who's painting the walls with different artwork, black and white, and sport themes. "We have created very fun backdrops, that are seven, eight feet and they hold the shoes," explained Plein.

"It's all about the shoes. We have a strong focus on shoes," said Plein. The shop also features skateboards as seating areas and other Plein design codes, creating an urban, underground feeling, reflecting Plein's connection to street and gym culture. He said he is next door to Adidas, and Alo is down the street.

The store features both women's and

A look at the Plein Sport pop-up in SoHo.



men's footwear and apparel, but Plein said it's a completely different concept from Philipp Plein, his designer collection. "It has nothing to do with Philipp Plein, so no skulls, no embroderies, no stripes, no logos, it's an active sportswear brand. It's not a second line, it's completely active sportswear. It's a gym brand. We are not fashion, we're sport,"

he added. Technical materials, water-proof zips, and materials that make the wearer sweat and don't ruin their skin when they work out are among the offerings. It's also a vegan brand, so no leather. "We call it design follows function," he said. The pop-up will open with season Zero, and Season One is coming. "It's



not seasonal. We'll always have puffer jackets. We don't have winter or summer collections," he said.

The store will accept non-fungible tokens on the walls. Plein said it's a crypto store so everything can be purchased with cryptocurrency. "We accept over 28 different cryptocurrencies," he said. Every product has a QR code and a shopper can choose what cryptocurrency they want to pay with. "Cryptocurrencies are changing every minute so we'll tell you exactly the right price at the right time," he said.

Asked what he plans to do with all that crypto, he said, "We normally keep crypto so we're not speculating with it. I believe that crypto has a big future and I keep all my crypto in Bitcoin."

The store also takes credit cards. "We really want to make people pay in crypto. We accept crypto in all our other stores as well. I'm disappointed that in the U.S., it's not such a big thing as I thought. We have more crypto transactions in Spain and Europe than the U.S., and I don't understand why," he said.

Apparel comprises 20 to 30 percent of the offerings and the rest is footwear. The footwear comes in a black shoe box that, when opened, plays a video with sound and there's a digital price of art. The shoe box art is a series of videos. The box also contains a charging cable.

Sneakers go from \$280 to \$600, T-shirts are \$60 to \$120, track suits are \$400 to \$600, and down jackets are \$600.

"We're the upper end of premium. The plan is lower the prices in the near future to become more accessible. We will start where Nike and Adidas stop," said Plein. "We're the upper end."

Plein Sport Pops Up in NYC, and Beverly Hills Is Next

Stephen Garner

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Phillipp Plein at the opening of his Plein Sport pop-up in NYC.

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