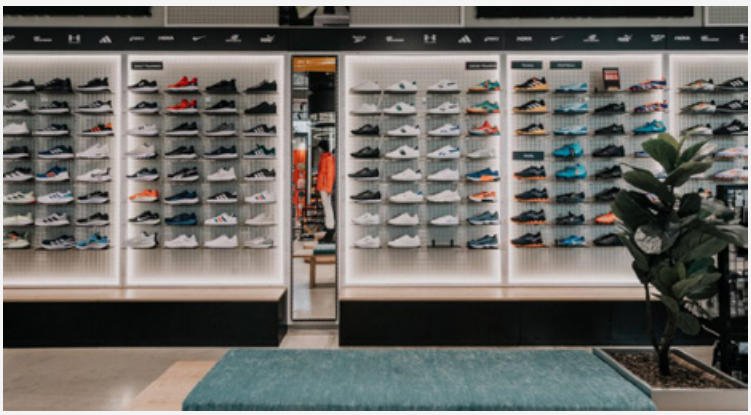


Eurosport Shoreline

Eurosport
Commercial
Interiors







Eurosport just celebrated 30 years and it entrusted DAAA Haus with the task of designing their retail stores. A space where sports enthusiasts could immerse themselves in an engaging retail experience. The project centered around creating a dynamic and modern environment that reflects Eurosport's bold branding while ensuring functionality and flow for customers.

The store design plays with contrasts, combining industrial elements with vibrant lighting and bold color schemes to elevate the shopping experience. From the moment customers step in, they are greeted by a sleek and inviting launch zone, which was designed to be modified according to the season, featuring wooden textures, steel podiums , bold colours and an interactive lighting system that can be modified accordingly, subtly reflecting the store's emphasis on movement.








CONVERSE
FILA




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