

Solebox Amsterdam Sneaker Chemistry Lab

In 2017, German streetwear and sneaker online merchant Solebox opened in Amsterdam its fifth brick-and-mortar store, following in the steps of Berlin, Munich, Vienna and Brussels.



Even though Solebox is essentially an online player, the brand demonstrates a lot of ambition and creativity when it comes to deliver a physical experience to its clients.

In Amsterdam, the store is located in a classified building in a prime retail area. A sharp contrast between two eras that contributes to delivering a vibrant experience.



Solebox store design is each time unique. In Amsterdam, the brand has decided to immerse its client into a chemistry lab atmosphere where the sneaker collections are exposed as

molecules.



The store showcases specific white faience displays, lab devices as well as signage with a hospital look.





The store has made a drastic selection of edgy and sometimes exclusives sneakers to cater to the needs of sneaker addicts.





An inspiring retail initiative for two main reasons:

- it illustrates how creative independent retailers take advantage of an omnicanal strategy,
- And, at a time when global sport brands are dramatically reducing the number of dealers to concentrate their efforts on their own channels, Solebox proves its marketing expertise and relevancy to stay in the game.

In Paris, independent sport dealer Shinzo is also worth a visit. [See the article I wrote about Shinzo flagship store.](#)

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