Kick Game's Liverpool One store opens

By Nigel Taylor - July 27, 2022

Luxury athletic footwear retailer Kick Game continues its UK expansion drive with statement stores in major cities. The latest is in Liverpool, marking its on-schedule debut there at the increasingly popular Liverpool One mall.

It joins stores in London, Manchester, Birmingham and Leeds from the business that secured multi-million pound funding last autumn to up its retail game in a bid to become “the biggest sneaker store in Europe”.

Liverpool One plays host to a 3,500 sq ft store, located on South John Street, offering exclusive sneaker and streetwear collections from sportswear brands including Nike, Adidas, Supreme and Off-White.

The debut weekend will see the store hosting giveaways along with appearances from DJs, influencers and artists. A Saturday DJ set will include DJ Salousse before Lilss brings the weekend to a close on Sunday.

Meanwhile, as an influencer brand, Kick Game is expanding into a wider group of sports. Recent ‘Sneaker Shopping’ episodes featuring Premier League footballers Michail Antonio (West Ham) and Eddie Nketiah (Arsenal) attracted “hundreds of thousands” of views between them.

“As a result, Kick Game is driving demand for limited edition sneakers and streetwear clothing and is targeting sales of well over £50 million by the end of 2022”, it said, adding: “Streetwear is gaining momentum across the globe and Kick Game is eager to increase visibility and accessibility of high-end, rare sneakers on the UK high street, Europe, and further abroad. The arrival of Kick Game in Merseyside looks set to be the start of a streetwear revolution in Liverpool”.

Robert Franks, Kick Game’s founder, said: “Liverpool is one of the biggest cities in the UK and we are incredibly grateful to be opening our new store on South John Street. Offering Liverpudlians the rarest sneakers in the world to be bought or sold at our store will contribute to the growing market up in the north of England and reaffirm Kick Game as the biggest sneaker store in Europe.”

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