

New York Report

February 2026

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1. Gymshark NYC Flagship Store

Project Overview

Gymshark is a UK-based fitness and activewear brand founded in 2012. With a business model centered on e-commerce, it achieved rapid growth and gained a strong global following, particularly among younger consumers. The opening of its flagship store in New York's SoHo marks the brand's first physical retail location in the United States and signals its next phase of growth. For a company that has operated primarily online, establishing a brick-and-mortar presence represents more than a point of sale—it serves as a key experiential touchpoint for communicating the brand's values and identity. SoHo, a district known for fashion, art, and culture, aligns closely with Gymshark's philosophy of integrating fitness seamlessly into everyday life, making it a natural choice for its debut U.S. location. The store design respects the historic streetscape while maintaining a neutral, contemporary aesthetic. Constructed with materials such as concrete and metal, the space features subdued lighting and bold brand visuals, creating an atmosphere that feels both urban and energizing. Rather than functioning solely as a retail environment, the store is designed to inspire movement and self-improvement. In addition to offering exclusive merchandise, the flagship hosts workout classes and community events, reinforcing its role as a hub for the in-person connections that have always been central to the Gymshark brand.

Project Details

1. Gymshark NYC Flagship Store
2. Retail
3. Open Date: December 2025
3. Location: 350 Lafayette St, New York, NY 10012
4. Target Customer: All
6. Website: <https://www.gymshark.com/>

Location Map

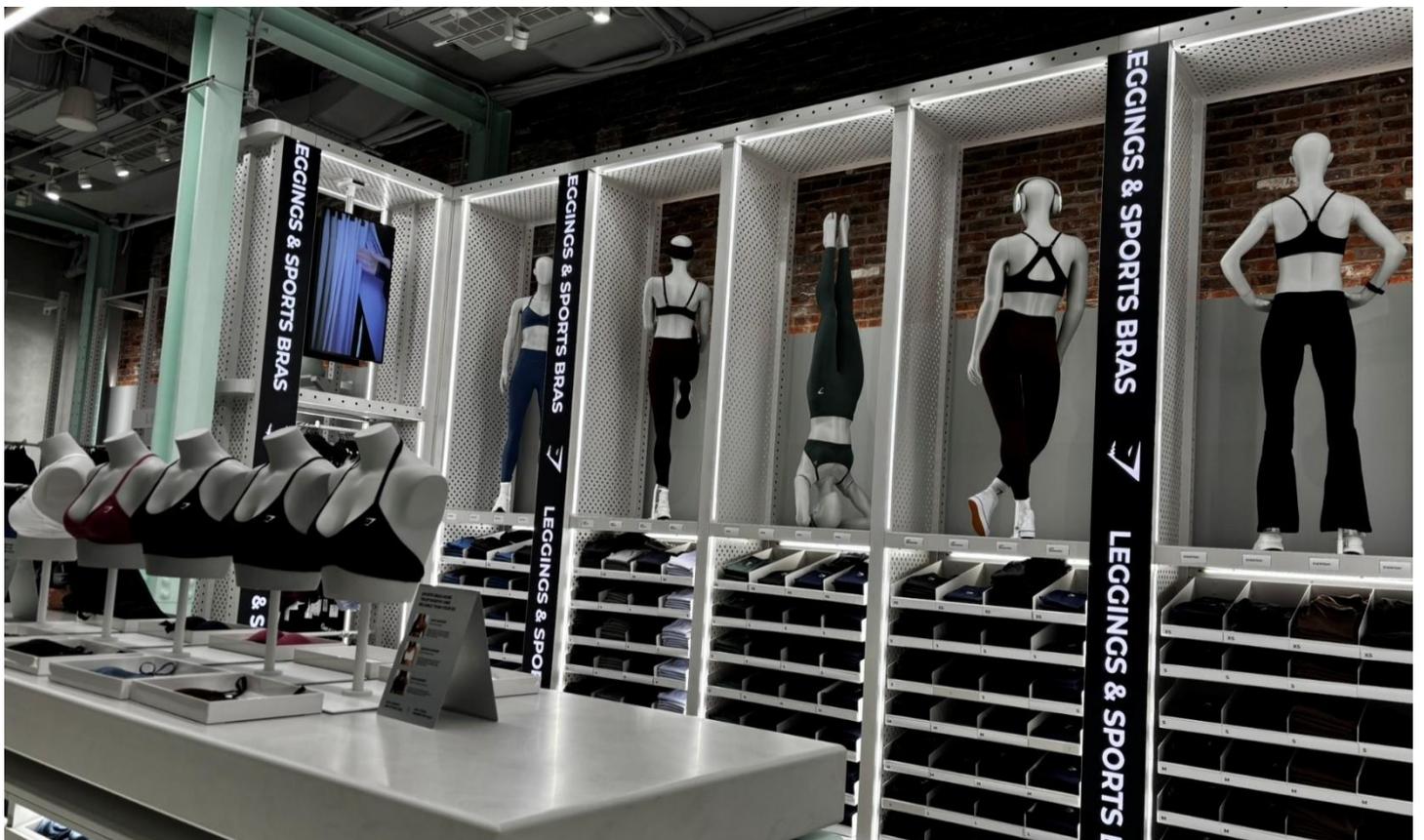




A four-story flagship store has opened in the heart of SoHo.



A sporty space that makes effective use of fluorescent lighting.



Functional silver fixtures are thoughtfully arranged.



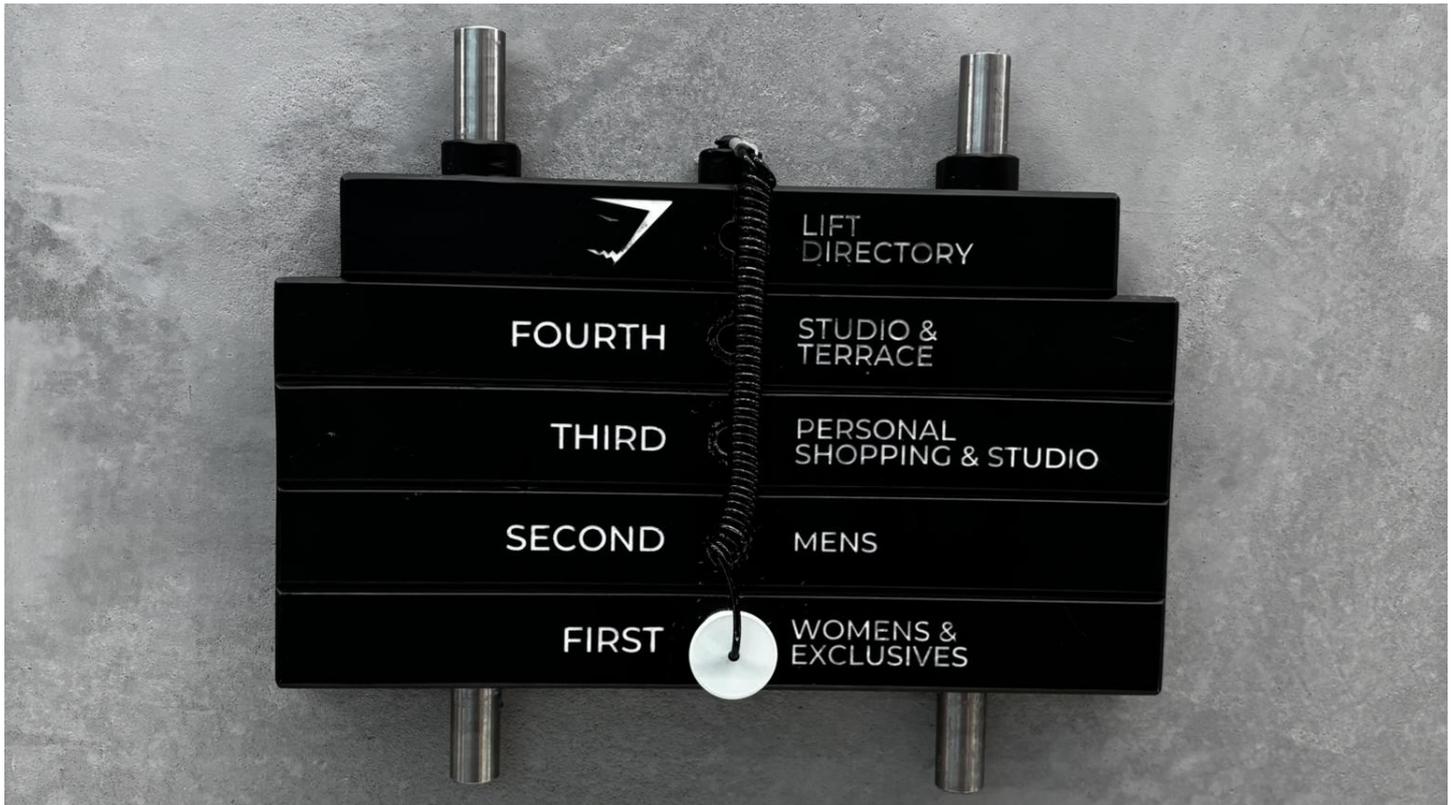
The entrance features a large display of weight plates and athletic mannequins.



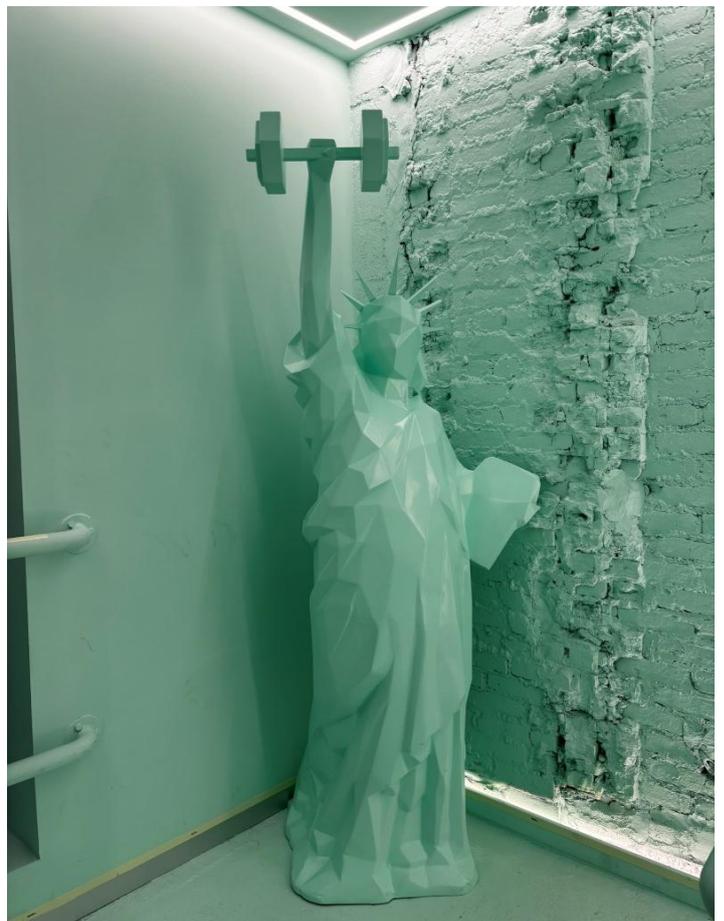
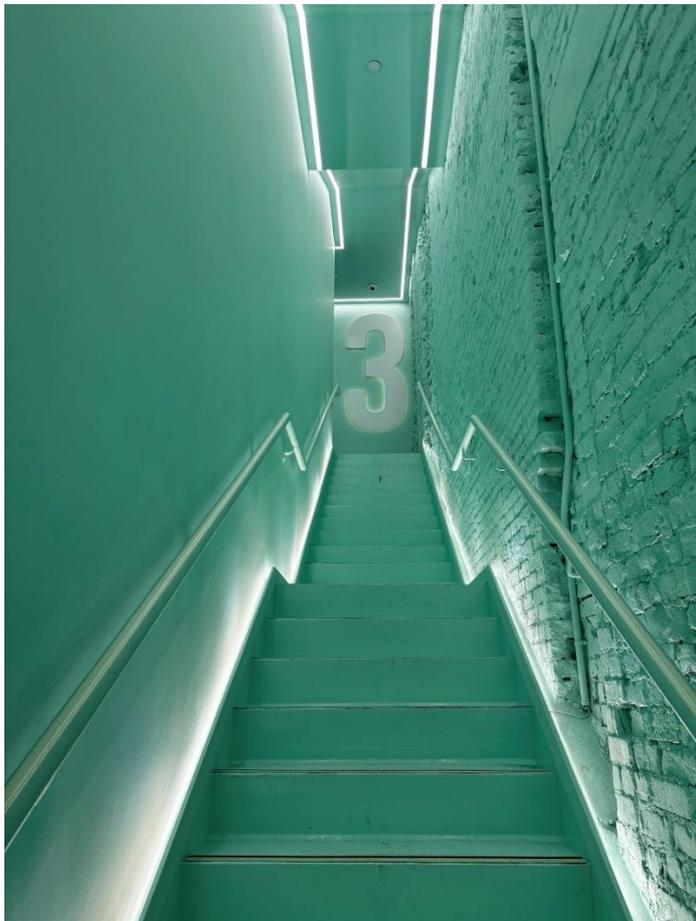
A design that considers every detail with fitness spaces in mind.



Household goods popular among Generation Z



A floor design incorporating weight components from training machines



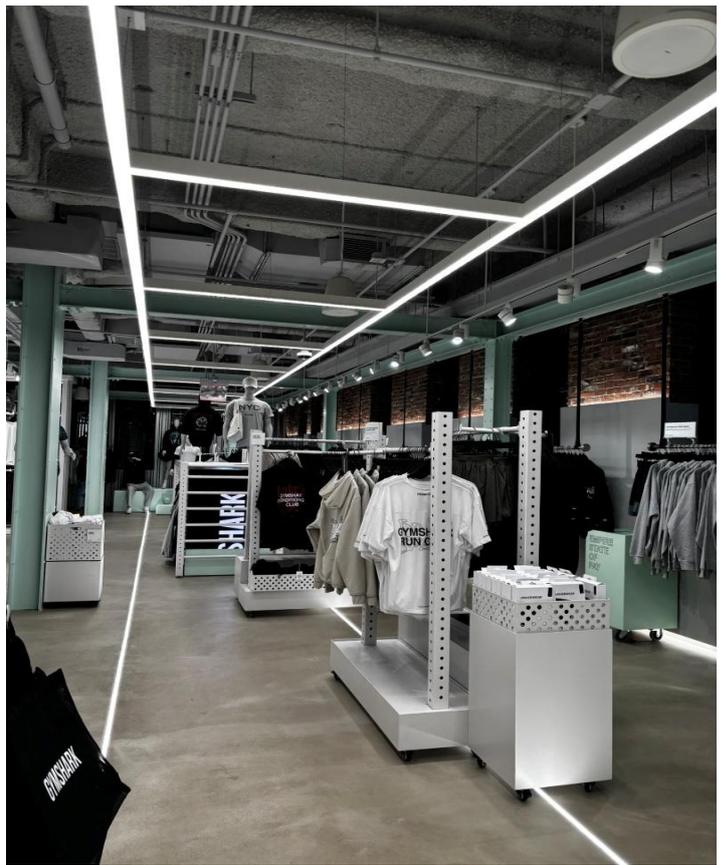
The staircase is finished in mint green, serving as an accent color.



The space features inspirational displays that reflect a growing interest in nature and fitness.



We aim to be a brand that appeals to a wide range of consumers.



The History Aisle That Tells the Brand's Story



Cashier area