

Beat: Lifestyle

## THE ART OF SPORT By REEBOK And S.D.S.

### Opening of LA. SALLE. DE. SPORT

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**USPA NEWS** - At one Location in the Center of PARIS (France), you can find several Sporting Activities with 4 areas of Expertise such as Boxing, CrossFit, Cycling, Yoga&Pilates. Customized Preparations, Master Classes, Outdoor Training, Indoor Training... This is the New Concept created by S.D.S. for their First Store in PARIS. A Sporting HUB true to REEBOK's Values...

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On November 16, 2017, was inaugurated "La. Salle. De. Sport" which is split into Three : The Sport Rooms on two levels, The Reebok Store on the Ground Floor and The Social Club (Area for Exclusive Events, Conferences & Think-Tank, Customized Team Building, Exhibits, Previews, Reebok Collections Launches, Shootings). This Venue wanted to be at the Crossroad of Sports New Desires, Urban Trends, Ideas Pioneer and Creator of Social Network. "La. Salle. De. Sport" becoming the Place to Be for Sport, Fashion, Art and culture.

The Values claimed by Reebok are "At Reebok we see it as our Purpose to inspire People to be their Absolute Best. We believe that Fitness is a Way of Life. Tough Fitness is our take on Fitness for all that are willing to conquer the Unknown Obstacles in Life."

S.D.S. is an Independent Company owned by Sandrine Retailleau, Christine Pourcelot et Aymeric Foulon and working in Partnership with Reebok.

Source : Official Opening of the Store "La. Salle. De. Sport" on November 16, 2017

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