

Beat: Lifestyle

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

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

PARIS, 25.11.2017, 07:54 Time

**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...

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. This Partnership helped to Open a 1700 m2 Store called 'La. Salle. De. Sport' with Original Programs, Personalized, Private Lessons or by Small Groups, all this with the help of Physical Trainers.

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

Ruby BIRD

<http://www.portfolio.uspa24.com/>

Yasmina BEDDOU

<http://www.yasmina-beddou.uspa24.com/>

#### Article online:

<https://www.uspa24.com/bericht-12466/the-art-of-sport-by-reebok-and-sds.html>

#### Editorial office and responsibility:

V.i.S.d.P. & Sect. 6 MDSiV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

#### Exemption from liability:

The publisher shall assume no liability for the accuracy or completeness of the published report and is merely providing space for the submission of and access to third-party content. Liability for the content of a report lies solely with the author of such report. Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

**Editorial program service of General News Agency:**

United Press Association, Inc.

3651 Lindell Road, Suite D168

Las Vegas, NV 89103, USA

(702) 943.0321 Local

(702) 943.0233 Facsimile

[info@unitedpressassociation.org](mailto:info@unitedpressassociation.org)

[info@gna24.com](mailto:info@gna24.com)

[www.gna24.com](http://www.gna24.com)