

Nike opens outlet in Dhaka

-A Monitor Report

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Dhaka : The US-based athletic footwear and apparel brand Nike opened its first showroom in the country on July 20.

DBL Lifestyles, a franchisee of Nike, launched the store at Road-11 of Banani in the capital.

It offers a wide range of sportswear and footwear products, including apparels and accessories for golf and swimming, said DBL in a release.

The store aims to meet the growing demand for global sportswear products, generate enthusiasm among consumers and elevate Dhaka's status as a fashion and sports lifestyle destination, added the release.

The store features Nike Sport, Nike Golf, and Nike Swim, among other sports lifestyle products.

This store in Dhaka aims to cater to the city's fashion and sports scene,

providing access to innovative designs, superior quality, and exceptional performance that the brand is renowned for, further mentioned the release.

DBL Lifestyles is a concern of DBL Group, a leading apparel exporter in the country.

DBL Lifestyles earlier introduced Puma, a Germany-based athletic and casual footwear, apparel and accessories brand, in the country in 2019.