



LESportsAC RETURNS TO SOHO

PRESS KIT

BACK TO SOHO

The iconic lifestyle brand, known since 1974 for stylishly innovative lightweight nylon ripstop bags, has returned home to its SoHo roots in downtown New York City. LeSportsac will celebrate the opening of a new Global Brand Flagship, Design Studio and HQ and first look of the Fall 2022 Collection during NY Fashion Week on September 10, 2022.





Nestled inside one SoHo's most iconic and landmarked treasures, the LeSportsac Flagship and Global Design Studios at 32 Greene Street returns the brand to the creative epicenter of the New York City design community.

Together with LeSportsac's Global Flagship Concept Shop, LeSportsac at 32 Greene Street houses the brand's global design studios, content creation hub and headquarter offices inside an immersive, iconic, and beautiful brand expression designed to propel the brand's creativity, innovation and soul as it approaches its 5th decade.

Designed by Studio Butch, the light, elegant and modernly timeless design concept was created to explore the next horizon for LeSportsac by channeling the hopefulness and freedom characteristic of the brand and to transport its visitors into the modern world of LeSportsac.





As a brand innovator of partner collaborations, with roots going back to the 80's and 90's, LeSportsac's new seasonal creative Collaborations on display showcase versatile and unique styles embracing creativity and setting seasonal trends that bridge past-present-future.

Preview the much-anticipated Basquiat Collaboration, which adds edge and sophisticated emotions channeled through the brand's classic silhouettes by combining text, graphics, and color from Basquiat's world-renowned artwork.

X JEAN-MICHEL BASQUIAT™

LeSportsac at 32 Greene officially opens to the public on September 12th.

Business hours will be

Monday – Saturday 11 AM – 7 PM, Sunday 12PM – 6 PM.

LeSportsac will celebrate with a private event for friends, fans, partners, insiders, and the creative community at 32 Greene Street from 6:30-8:30pm on Saturday, September 10th.

For more information or to request an invitation, please contact: pr@lesportsac.com

About LeSportsac

Since its 1974 launch in New York City, LeSportsac has thrived at the intersection of design and function – empowering lifestyles defined by mobility and experience. Our founders believed that travel and exploration make us more creative, we still believe that today. Freedom, Innovation, and Exploration remain our brand's guiding principles as we strive to lighten the load for the New Navigators in an ever-changing world. LeSportsac's strong, global presence offers consumers a connection with innovative, light-weight, and well-crafted products.

Over four decades we have touched millions of lives, through a unique offering of ever-evolving styles in vivid colors and prints. Today the brand carries forth freedom and simplicity with a New York attitude and mindset.

