

Reebok Kreate

Premiered in the brand's largest worldwide flagship (15,000sqft), which sells over 400 different footwear items, the Reebok Kreate service offers customers the opportunity to customise a pair of trainers. Using a touch-screen application, customers can choose from a wide selection of leathers, laces, soles, colours and styles. The resulting shoe is delivered to the customer within 21 days. The flagship store is located in Hyderabad, India's sixth largest city and a key market focus for Reebok.

