



Champs Sports Launches Latest Episode of ‘Refresh Your Game’ Digital Content Series with Nike

The episodic content features Kelsey Plum, Jarvis Landry and Caris LeVert

NEW YORK (Nov. 22, 2019) — Champs Sports announces the launch of its seasonal “Refresh Your Game” campaign with Nike. This iteration of the ongoing content series features notable pro basketball and football players as they discuss the intersection of sport and style, while rocking their favorite looks from Nike.

“Our goal at Champs Sports is to empower and inspire athletes through the lens of sport culture,” says Jason Brown, VP of Marketing for Champs Sports and Eastbay. “We are thrilled to partner with Nike and their world class athletes – Kelsey Plum, Jarvis Landry and Caris LeVert – to tell our amazing product stories this holiday season.”

The [first episode](#) features Kelsey Plum divulging what inspires her as a professional athlete, and how her personal style must be both functional and fashionable — on and off the court. In this episode, Plum dons Nike’s Evolution of the Swoosh “Legend of Her” Air Max 270 React, and apparel from the Nike Python pack.

“I dress for comfort; you know, I’m a sneaker girl. But at the same time, I’m still a woman. You can be sporty and sexy and that’s okay,” says Kelsey Plum, professional basketball player for the Las Vegas Aces. “So for me, there’s a sense of confidence that I try to carry throughout what I wear and how I play.”

The content will be rolling out weekly through mid-December. The upcoming episodes feature Landry and LeVert who will discuss how their personality reflects their style, dressing from the feet up and their favorite new looks from Nike. Champs Sports is the destination for full-family holiday shopping, including the Nike products featured in Refresh Your Game, available in-stores and online at Champs Sports now.

For more information about Refresh Your Game, follow @ChampsSports and @ChampsSports.Womens on social and visit <https://www.champssports.com/refreshyourgame.html>.

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About Champs Sports

Champs Sports is part of Foot Locker, Inc., a specialty athletic retailer that operates more than 3,150 stores in 27 countries in North America, Europe, Asia, Australia, and New Zealand. Through its Champs Sports, Foot Locker, Footaction, Lady Foot Locker, Kids Foot Locker, Runners Point and Sidestep retail stores, as well as its direct-to-customer channels, including Eastbay.com, the Company is a leading provider of athletic footwear and apparel.

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