Launched in the USA in December 2017
Featuring over 80 different Sports

Emeryville: 1st Full-Scale Store in the USA

3938 Horton Street
Emeryville, CA 94103
Opened April 2019

735 Market Street
San Francisco, CA 94103
Opened December 2017

2300 16th Street
San Francisco, CA 94103
Opened November 2019

press.usa@decathlon.com
Our Mission

“We make sports accessible for all”
Global Leader in Sports Gear & Equipment

In 1976, Michel Leclercq and a small team of sports lovers embarked on an adventure: to bring quality, affordable sports gear and equipment under one roof. Their goal? To make sports more accessible to everyone. Since our first store in Lille, France, Decathlon has grown into a global leader and innovator in sports gear, launching its first originally-designed products in 1986.

Driven by innovation and passion for sports, Decathlon has won over sports enthusiasts around the world. Today, Decathlon has 93,000 employees and over 1,600 stores in more than 69 countries.

Our products are the result of passion, extensive testing and relentless pursuit of quality and affordability, while ensuring sustainable practices that protect the environment we love. We believe that being active and discovering new sports are vital to a happy, healthy lifestyle.

Sports are better when shared. Let’s play!
Bay Area Project

San Francisco is more than the tech hub of the world. It’s a culturally diverse city where sports lovers congregate. Whether people come to the area to live, work or visit, it’s hard to miss the many sports opportunities and outdoor adventures that the Bay Area has to offer. This sports-loving and innovative spirit that’s core to our Northern California community made the Bay Area a natural launching point for Decathlon’s journey in the US.

Instead of a typical retail store, we opened a sports retail lab in December 2017 as a place to interact, discover new sports and introduce the Decathlon brand, online and in-store. On Decathlon has three store locations in the San Francisco Bay Area: a Lab Store at Market Street, opened in 2017, and two full-scale store locations in Emeryville and the Potrero Center, which are home to over 80 different sports. Our goal is an integrated retail and online experience that promotes love of sports and active living.
Decathlon Brands

Based on an integrated model, Decathlon develops and sells its own brands, each specially designed to meet the demands and needs of the different sports. By controlling all stages of the production process, from research and development to manufacturing, logistics and sales, Decathlon presents quality, affordable products directly to its community of sports lovers.

Brands

Aptonia  Triathlon, Nutrition and Recovery
Artengo  Racket Sports
B'Twin  Cycling
Caperlan  Caperlan Fishing
Domyos  Fitness Gym, Yoga, Dance
Forclaz  Backpacking and travel
Fouganza  Horseback Riding
FLX  Cricket
Geologic  Target Sports such as Archery and Darts
Geonaute  Sports Electronics
Inesis  Golf
Kalenji  Running
Kipsta  Team Sports
Nabaiji  Swimming
Newfeel  Sports Walking
Orao  Eyewear and Optical Accessories
Outshock  Combat Sports
Oxelo  Roller Sports, Skating
Quechua  Hiking, Camping and Outdoor Gear
Simond  Mountaineering, Climbing
Solognac  Hunting
Subea  Diving
Tarmak  Basketball
Wed’Ze  Skiing and Snowboard
The Joy of Sports Innovation

We innovate to bring joy to our customers everyday. In return, we get to experience the joys of making sports available to everyone around the world.
The EASYBREATH Mask

Our design team found traditional snorkels uncomfortable and decided to do something entirely different: an easy-to-breathe snorkeling mask that allows you to breathe normally through your nose, without a tube in your mouth. After several years of research and testing, our water sports team developed the EASYBREATH Mask as the first full-face mask. With its panoramic field of vision and easy-to-breathe design, the Easybreath snorkeling mask makes it easy to discover the underwater world.
The Two-Second Pop Up Tent

Our pop up tent by Quechua is the fastest way to get your campsite set up—in 2-seconds—without the hassle of all the parts needed to put your tent together. Created in 2005, the two-second tent was inspired by a children’s pop-up toy. This is the 1st self-supporting tent with a double roof that also benefits from its easy infrastructure system to help you fold it back up again. It’s a product truly loved by all outdoor enthusiasts.
Quechua Backpack

The Quechua backpack has been a best-selling product since 2015. Our designers helped lower the price point of these durable, 10L backpacks to $3.99 through an innovative redesign process. Reducing the number of stitching panels from 21 to 8 meant less material used on fewer assembly lines and more articles shipped per box. These innovations drastically reduced packaging and waste, and resulted in a low price, high value product for our community of sports enthusiasts. With over 12,000 reviews online and a “Five Star” rating, this backpack has been so popular that we will introduce an upgraded model this Spring.
Trek 100 Insulated Jacket

Winner of Backpacker Magazine’s Editor’s Choice Award 2018/19 for Best Bargain Puffy, Decathlon’s hero product, The Trek 100, is our most eco-designed mountain backpacking down jacket. With its recycled polyester insulation, this jacket is made from 50% recycled materials and utilized a dope-dye process in production to use less water.

Its compact design, durable and water-resistant properties - and its amazing price of just $44.99 - makes this one of the most affordable high-quality, low cost jacket options on the market.
Decathlon in the World
Key Figures

- Founded in 1976 in France
- $13.4B USD (€12.4) worldwide revenue in 2019
- 93,000 collaborators
- 69 Countries
- 1,600 stores worldwide
- Avg size of stores 5,382 to 129,167 ft²