

Newest City Gear Opens To Serve Sumter, South Carolina

July 12, 2021

BIRMINGHAM, Ala., July 12, 2021 /PRNewswire/ -- Hibbett (NASDAQ: HIBB), the Birmingham-based premium athleisure and footwear retailer operating more than 1,000 Hibbett Sports and City Gear stores nationwide, today announced the opening of the new [City Gear](#) store located at; 1121 Broad Street, Sumter in the Wesmark Plaza. The public is invited to attend the Grand Opening celebration on **Saturday, July 17, 2021**.



"City Gear is excited to join the Sumter community and welcome our neighbors into the City Gear family with the latest sneaker and apparel from top brands," said Abu Young, DSM, City Gear.

The new 6,000 square foot City Gear location features the hottest in urban streetwear and footwear brands with a premium shopping experience. The store vibe and aesthetic are designed to create the ultimate relaxed shopping environment for the urban fashion aficionado. Each store displays inspirational hyper-local skylines and brand imagery along with trending fashion photography, a premium sound system and current music videos playing on 55" screens.

Since 1978, City Gear stores have been the go-to destination for streetwear fashion and footwear enthusiasts to find full looks to create their own style and image. Stores carry shoes from brands like Nike and Jordan and feature special Retro Jordan re-launches. City Gear carries apparel from fashion brands such as Billion Dollar Baby, New Era, Grindhouse and Born Fly.

Each store is organized for shoppers to find fresh and trending looks and inspiration with regularly updated styles on display, put together by in-house stylists. Merchandise is organized by brand or theme, to make it quick and easy for customers to find what they are looking for. The new store offers convenient shopping options such as Buy Online Pick

Up In Store and Reserve Online Pick Up In Store, making it easy for consumers to find exactly what they want, when they want it.

The public is invited to attend the Grand Opening party **Saturday, July 17th from 11am-1pm**. There will be door prizes including giveaways, special promotions and fun for all.

About Hibbett and City Gear

Hibbett, headquartered in Birmingham, Alabama, is a leading athletic-inspired fashion retailer with more than 1070 Hibbett Sports and City Gear specialty stores, located in 35 states nationwide. Hibbett has a rich history of serving customers for more than 75 years with convenient locations, personalized service and access to coveted footwear, apparel and equipment from top brands like Nike, Jordan, and adidas. Consumers can browse styles, find new releases, shop looks and make purchases online or in their nearest store by visiting www.hibbett.com. Follow us on Facebook, Instagram and Twitter @hibbettsports and @citygear .

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