

CULTURE AW LAB ON TOUR IS STARTING AGAIN «BACK

Tags: AW LAB · BeAW · street styles · Style VAN · tour · Turin

Friday
19 Apr - 2013

tumblr +

Facebook Mi piace 0

Tweet 0

+1 0



AW LAB ON TOUR IS STARTING AGAIN

Everybody knows Athletes World, a sport-style italian retailer counting more than 140 shops all over Italy up today.

Always looking for new trends, AW LAB wants to be "your urban style refresher", looking for and reaching its own target on the street... what better way to do it than observing the move on most important italian squares?



So, get ready to meet AW LAB and its team of stylists, photographers and personnel on their "Style VAN" full with the best models of its collection.

It will leave from **Turin** on **22nd April** for its italian tour, sifting our beautiful country hunting for the most original "street styles" and giving you the chance to mix your look with the AW LAB apparel.

The tour will last more than two weeks, touching five cities : leaving in Turin on 22nd April and 23rd April, it will move to Florence on 3rd and 4th May, to Rome from 5th to 7th May, Naples on 8th and 9th May and finally Milan on 11th and 12th May.

The coolest street styles will be photographed by the AW LAB team and will receive a discount-coupon to spend in the stores taking part to the AW LAB On Tour:

TORINO – piazza Castello 85
FIRENZE – via Calzaiuoli 39/R – piazza Stazione 44/45
ROMA – via del Corso 98/A,
NAPOLI – via Luca Giordano 55/57 – via Carducci , 31
MILANO – corso Buenos Aires 31

Keep your ears peeled, the most cool "street styles" will be protagonist on AW LAB fan page, they'll be shown in store and published on the official blog.



Follow the AW LAB Tour on social networks #awlaboutour

More on:
www.aw-lab.com
www.facebook.com/AthletesWorldItalia
www.flickr.com/photos/aw_lab



Athletes World is a sport-style italian retailer created in '97, counting more than 140 shops all over Italy up today.

In 2011 it's the moment of AW LAB, the new Athletes World's generation. It's a real trends lab for conceiving the "urban sport style".

AW LAB offers a whole collection of the worldwide most famous sneakers brands and a huge range of exclusive models conceived in collaboration with them.

Not to let you miss anything, a collection of apparel and accessories by the main sportswear brands besides our BeAW clothes private label completes the choice.

www.aw-lab.com

ARCHIVE

Select Month

CATEGORIES

Action Sports (10) Music (66)
Art and Design (127) MX (2)
Articles (6) News (1019)
Behind (1) Outsiders (313)
Bikes (10) Photography (5)
BMX (145) Photos (342)
Culture (598) Reviews (7)
Dirt (173) Skate (9)
Enduro (4) Ski (14)
Featured (46) Slopestyle (9)
Fellas (19) Snowboard (547)
Fixed (1) Surf (11)
Freeride (17) Up to 26 inch (291)
MTB (23) Video (19)

SEARCH

TAG CLOUD

alvaro dal farra bastard **BMX** burton cmyk
coldfocus contest da kine dakine dc Dirt /
Slopestyle downhill exhibition film **fise** fixed
gigi ruff Hostile snowboards isenseven Isen Seven
iuter landing leogang Magazine monster energy
montpellier movie nike **nike 6.0**
photography Quiksilver **red bull** Sequence
Magazine skateboard skateboarding skipass
skullicandy **Snowboard**
superenduro superpark team teaser tour Up
to 26 inch Vans

INSTAGRAM

