



FOR IMMEDIATE RELEASE

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**FIFA WORLD CUP 2026™ OFFICIAL RETAIL POP-UP STORES  
TO OPEN ACROSS THE LOS ANGELES REGION**

*Six Retail Locations Will Sell Official FIFA World Cup 2026™ Merchandise Throughout Los Angeles*

*Media Opportunity: Third Street Promenade Location Retail Store Previewing on Monday, June 8<sup>th</sup>.*

**LOS ANGELES (June 5, 2026)** – We are one week out from the U.S. Men’s National Team Opening Match at Los Angeles Stadium and excitement continues to build ahead of FIFA World Cup 2026™. Fans across the Los Angeles region will have multiple opportunities to shop for official tournament merchandise through a series of FIFA World Cup 2026™ retail pop-up stores opening at premier destinations throughout Los Angeles.

There are six official retail locations that will be open across Los Angeles, Hollywood, Santa Monica, Manhattan Beach and Torrance, providing fans with access to exclusive FIFA World Cup 2026™ merchandise and a dedicated shopping experience celebrating the world's most anticipated sporting event. Fans will be able to explore official FIFA World Cup 2026™ merchandise including Adidas products, official team jerseys, t-shirts, hoodies, hats, scarves, mascot products, accessories and more. The collections combine bold graphics and modern designs with authentic FIFA World Cup 2026™ branding, delivering everyday gear and commemorative items that celebrate the global game.

Official FIFA World Cup 2026™ Retail Locations

**Third Street Promenade**

1427 Third Street Promenade, Suite 101, Santa Monica, CA 90401

Open Now

Store Hours:

- Monday – Saturday: 10:00 a.m. – 9:00 p.m.
- Sunday: 12:00 p.m. – 7:00 p.m.

**Manhattan Village**

3200 N Sepulveda Boulevard, Manhattan Beach, CA 90266

Open Now

Store Hours:

- Monday – Saturday: 10:00 a.m. – 8:00 p.m.
- Sunday: 12:00 p.m. – 6:00 p.m.

**The Bloc**

700 W. 7th Street, Los Angeles, CA 90017

Opening Date: June 8, 2026

Store Hours:

- Monday – Friday: 11:00 a.m. – 9:00 p.m.
- Saturday: 10:00 a.m. – 9:00 p.m.
- Sunday: 11:00 a.m. – 7:00 p.m.

### **Ovation Hollywood**

6801 Hollywood Boulevard, Hollywood, CA 90028

Opening Date: June 9, 2026

Store Hours:

- Daily: 10:00 a.m. – 10:00 p.m.

### **Grand Central Market**

301 S. Broadway, Los Angeles, CA 90013

Opening Date: June 12, 2026

Store Hours:

- Daily: 8:00 a.m. – 9:00 p.m.

### **Del Amo Fashion Center**

3525 W. Carson Street, Torrance, CA 90503

Opening Date: June 12, 2026

Store Hours:

- Monday – Saturday: 10:00 a.m. – 9:00 p.m.
- Sunday: 11:00 a.m. – 7:00 p.m.

All locations will operate through July 31, 2026.

"FIFA World Cup is transforming Los Angeles into a regionwide celebration of the world's game, and these retail locations are another opportunity for fans to be part of the celebration," said **Kathryn Schloessman, President & CEO, Los Angeles Sports & Entertainment Commission and CEO, Los Angeles World Cup 2026 Host Committee**. "From shopping for official tournament merchandise to gathering with fellow supporters, these stores complement the many fan experiences taking place across the region, including the Official FIFA Fan Festival™ and the 10 Los Angeles World Cup 26 Fan Zones. Together, these destinations will create opportunities for residents and visitors alike, to connect with the tournament and celebrate the world's game throughout Los Angeles."

The Los Angeles World Cup 2026 Host Committee will host a media preview June 8 of the Official FIFA World Cup 2026™ retail store located alongside Downtown Santa Monica on the Third Street Promenade in Santa Monica, the first of six official retail locations to open across the Los Angeles region.

Media are invited to tour the store, preview official FIFA World Cup 2026™ merchandise, capture photo and video opportunities, and learn more about the retail program throughout Los Angeles during the tournament.

## Media Preview Details

**Date:**

Monday, June 8, 2026

**Location:**

Official FIFA World Cup 2026™ Third Street Promenade Pop-Up Retail Store  
1427 Third Street Promenade, Suite 101 Santa Monica, CA 90401

**Time:**

9:15AM – media check in

9:45AM – media program begins

One-on-ones to follow

Representatives available for interviews include:

- Jason Krutzsch, Senior Vice President, Los Angeles World Cup 2026 Host Committee
- Debbie Lee, CEO DTSM, Inc.

Media interested in attending should RSVP to Sydney at [Sydney@downtownsm.com](mailto:Sydney@downtownsm.com) or at (310) 393-8355 ext. 406. Parking information provided upon confirmation.

Official FIFA World Cup 2026™ Los Angeles Host City merchandise can be purchased at [FifaStore.com](http://FifaStore.com).

For more information on FIFA World Cup 2026™ in Los Angeles, visit [losangelesfwc26.com](http://losangelesfwc26.com).

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### **About the Los Angeles World Cup 2026 Host Committee**

The Los Angeles World Cup Host Committee was established to deliver a premier FIFA World Cup 2026™ experience and drive lasting social, cultural, and economic impact for the region. We serve as the liaison between FIFA and the Los Angeles region to harness opportunities surrounding the tournament to elevate our community. The Host Committee is co-chaired by LAFC Co-President Larry Freedman and former U.S. Men's National Team player Chris Klein, led by the Los Angeles Sports & Entertainment Commission (LASEC), and includes the Los Angeles Rams, SoFi Stadium and Hollywood Park, Los Angeles Football Club (LAFC), and LA Galaxy. For more information, visit [losangelesfwc26.com](http://losangelesfwc26.com).

