



MEDIA ALERT

LIGHTER FOOTPRINT, BRIGHTER TOMORROW: ASICS UPCYCLES SECOND-HAND CLOTHES TO CREATE NEW RUNNING SHOES

- *SUNRISE REBORN™PACK is made from recycled clothing collected in Japan*
- *Launch underlines ASICS' commitment to helping people enjoy the mental and physical benefits of sport while preserving the planet for future generations.*



5 MARCH 2021 – KOBE, JAPAN – Today, ASICS is giving a boost to runners and the planet with the launch of SUNRISE REBORN™ PACK of new running shoes made from recycled clothing collected in Japan.

To create the shoes, ASICS employed the same advanced technology it used to craft a range of upcycled apparel and footwear created for the Japan team wear for an international sporting event. This innovative technology allows ASICS to recycle, remake and restyle discarded materials into new textile designs, like the SUNRISE REBORN™ running shoes.

In the case of SUNRISE REBORN™, ASICS used second-hand clothing collected in Japan to create a new limited-edition line. This new collection is another significant step in ASICS' ongoing mission to help minimise the environmental footprint of its products all over the world.

Yasuhito Hirota, COO and President of ASICS Corporation said, “Since our founding in 1949, ASICS’ purpose has been to help people achieve a sound mind in a sound body. But for that, they need a sound Earth to exercise on. That’s why we’re committed to playing our part in building a circular economy that helps reduce CO₂ emissions and keep global warming at less than 1.5°C. Through sustainable products like SUNRISE REBORN™ PACK, we want to let people all over the world enjoy the mental and physical benefits of sport while preserving the planet for future generations to do the same.”

Anima Sana In Corpore Sano, meaning “A Sound Mind in a Sound Body,” is an old Latin phrase from which ASICS is derived and the fundamental platform on which the brand still stands. The company was founded more than 60 years ago by Kihachiro Onitsuka and is now a leading designer and manufacturer of running shoes, as well as, other athletic footwear, apparel and accessories. For more information, visit www.asics.com.



The SUNRISE REBORN™ PACK includes two of ASICS pinnacle shoes, the METARIDE™ and GEL-QUANTUM 360™ TYO, both in the striking sunrise red colourway. These new models will be available from 5th March.

This limited-edition range is part of ASICS' Sunrise initiative, encouraging people everywhere to move their body and mind at sunrise, this time with a lighter footprint for a brighter tomorrow.

For more information or to take part, visit www.ASICS.com and follow @ASICS for more information.

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ABOUT ASICS' SUSTAINABILITY COMMITMENT

The SUNRISE REBORN™ is another significant step in ASICS' ongoing mission to minimize the environmental footprint of its products all over the world. By 2030, the brand aims to have reduced its CO₂ emissions by 55% compared to 2015 while also increasing the use of renewable energy sources to a minimum of 60% across its business bases. By 2050, it intends to have achieved net-zero CO₂ emissions.

To do so, ASICS is involved in a wide array of sustainability initiatives, including replacing standard polyester materials in its shoes and sportswear products with 100% recycled polyester. It has also created a more sustainable shoe box made of 100% recycled paper and water-based ink, and using around 10% less paper and 50% less ink. This leads to a total decrease in CO₂ emissions of approximately 1,200 tonnes per year.

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