

KOBE, JAPAN



ASICS Reveals Recycled Official Sportswear to Tokyo 2020 Japan Olympic and Paralympic Team.

ASICS PRODUCES OFFICIAL ITEMS FOR THE TEAM



KOBE, Japan (February 21, 2020) – ASICS Corporation, the only Olympic and Paralympic Games Tokyo 2020 Gold Partner in the sporting goods category, produces official sportswear made of recycled clothes donated from people across the country to the Tokyo 2020 Japan Olympic and Paralympic Team.

ASICS produces items including shoes and bags for the Japan Olympic and Paralympic Team athletes under the JOC/JPC Gold Partner contract. Athletes will wear these items in an awards ceremony and at the Olympic Village.

The concept for these items has been dubbed “JAPONISM™”, and it expresses the power and pride of the Team by blending a traditional Japanese sense of beauty with the latest technology as ASICS worthy of “the most innovative Games ever”.

The main color is a bright “SUNRISE RED™”, which expresses the dynamism of the sun rising. The color was adopted from the Rio 2016 Japan Team. The brand new graphic has been named the “JAPAN TEAM KEY GRAPHIC”. While adopting traditional Japanese designs and techniques such as "Origata" and "Kasane no irome".

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 stripe design featured on the sides of the ASICS® shoes is a registered trademark of ASICS Corporation.

In accordance with its concept “JAPONISM™”, ASICS Institute of Sport Science (ISS) took around 4 years to research and develop the items, and set three development themes: “Conditioning” with high breathability, movability, and slip-on features, “Diversity” with universal design and “Sustainability” with ASICS REBORN WEAR PROJECT, recycled polyester and solution dye, a process that uses less water than conventional dyeing methods.

(See link to “Production Story Video of The Official Sportswear” for more information.)

ABOUT ASICS REBORN WEAR PROJECT

ASICS aims to tackle global climate change and contribute to the realization of a sustainable society with ASICS REBORN WEAR PROJECT, which recycles donated clothes rich with memories from people across the country to the Tokyo 2020 Japan Olympic and Paralympic Team. ASICS showcases the model of circular society and promotes new manufacturing that reduce environmental impact from Japan to the world through Olympic and Paralympic Games Tokyo 2020. This summer, ASICS plans to sell shoes made of recycled textile as a hallmark of this project.



ABOUT ASICS SUSTAINABILITY

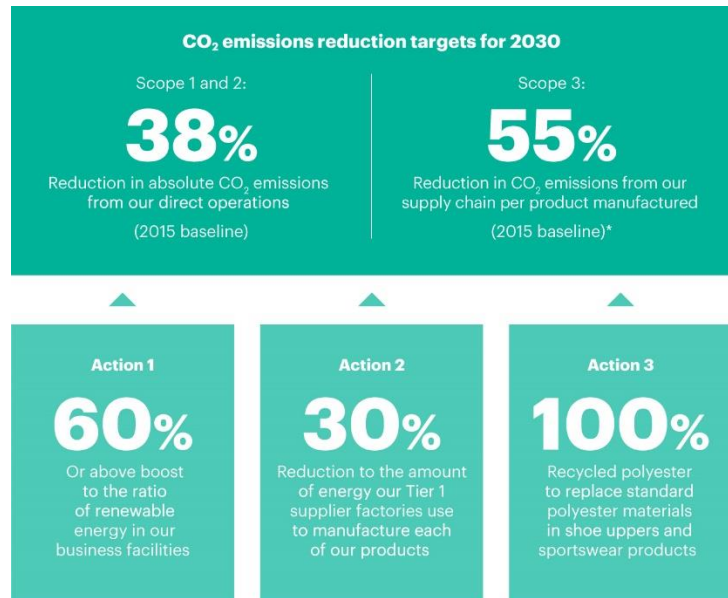
Kihachiro Onitsuka founded ASICS in 1949 to achieve his desire to nurture the youth of Japan through sports, and to contribute to the development of society. ASICS sustainability vision is to achieve the founding philosophy of "Anima Sana In Corpore Sano" ("A Sound Mind in a Sound Body"), representing ASICS's wish that people all over the world will live healthful and happy lives for future generations, in both body and mind.

As one action against global climate change, on August 1, 2018, ASICS was the world's first sporting goods company to have its target to reduce CO2 emissions by 2030 officially approved by the Science Based Targets initiative (SBTi). (See below for details.)

ASICS also announced its commitment to science-based emissions reduction targets, which align with a net-zero emissions future by 2050 to limit global temperature rise to 1.5°C above pre-industrial levels. ASICS also accelerated its actions to combat global climate change by becoming the world's first sporting goods company to support the Financial Stability Board's Task Force on Climate-Related Financial Disclosures (TCFD), as well as by participating as a signatory to the Fashion Industry Charter for Climate Action in UNFCCC's Fashion for Global Climate Action initiative.

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Other targets were also announced toward the 2030 CO₂ reduction commitment, such as replacing polyester materials in shoe uppers and sportswear products with 100% recycled polyester.



* Target scope is 'purchased goods and services' and 'end-of-life treatment of sold products'.

○ Production Story Video of The Official Sportswear

<https://youtu.be/hHOolCeC964>

○ 「ASICS REBORN WEAR PROJECT」

<https://corp.asics.com/en/press/article/2019-01-24>



JOC/JPC Gold Partner (Sporting Goods)

-ENDS-

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