



## ASICS unveils cross-category Tokyo inspired colourways



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Celebrating the brand and its Japanese heritage, ASICS' Tokyo inspired collection of premium footwear and apparel is built to meet the needs of the best athletes in the world as they pursue their individual roads to Tokyo.

Overall design of the collection is inspired by Japanese culture, heritage and craftsmanship. This influence is on the apparel through the usage of breathable panels and tonal shading mimicking origami design, which is symbolic of the detail and discipline found in Japanese craftsmanship.

The collection is divided into two unique directions – Retro Tokyo and Modern Tokyo. The Retro Tokyo range will be released first, with the Modern Tokyo range to come in April.

The Retro Tokyo range pays homage to ASICS' heritage whilst the Modern Tokyo range focuses on the innovation and technology of ASICS in modern athletic apparel and footwear.

The Retro Tokyo colour palette features red, blue and white colouring, highlighting ASICS' history and traditional colours and the retro feel is further reinforced by the materials used to give a

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](http://www.asics.com).



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

premium heritage look and feel through the premium materials used as well as a special leather patch featuring the city's name 'Tokyo'.



"Everybody knows that ASICS is a top brand from a technological perspective. This collection not only celebrates ASICS' heritage from that perspective but also showcases beautiful retro and vintage design – that way I not only play well on court but also look good", said ASICS ambassador Gaël Monfils, who features in the advertising campaign for the collection.

The collection of apparel and footwear covers multiple categories including running, tennis, volleyball and sportstyle.

The key Footwear and Apparel styles in the Retro Tokyo collection are:

- GEL-NIMBUS™ 22
- GEL-RESOLUTION™ 8
- GEL- SKY ELITE FF MT
- GEL-QUANTUM INFINITY™ JIN
- GEL-KAYANO 5
- Tokyo Warm-up Top
- Tokyo Warm-up Jogger
- Tokyo SS Top

The Tokyo Inspired Retro colourways are available at [www.asics.com](http://www.asics.com) and selected ASICS Retail Stores worldwide, starting from today. The Modern Tokyo range will be released in April.

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