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ASICS UNVEILS ADVANCED APPAREL TECHNOLOGY WITH THERMAL BODY MAPPING AHEAD OF IAAF CHAMPIONSHIPS IN DOHA

Designed to help ASICS athletes feel comfortable even in various conditions



DOHA, QATAR, 27 SEPTEMBER 2019 – ASICS today unveils advanced apparel technology with knowledge of thermal body mapping designed to help athletes at their excellent perform, even in the more intense heat. Launched ahead of the IAAF World Championships in Doha, Qatar, where temperatures are expected to reach over 40 degrees, the new apparel is designed to help athletes feel comfortable no matter the temperature.

Developed in the lab at the ASICS Institute of Sport Science in Kobe, Japan, the new apparel now features apparel technology with knowledge of thermal body mapping and water-repellent material for a lighter, less sticky feel. A combination of course and fine open mesh for ventilation gives athletes a comfortable feel to meet the demands of competing in various conditions.

Kenichi Harano, Executive Officer and Senior General Manager at ISS said: *“We are incredibly proud to unveil our advanced apparel technology out of the ASICS Institute of Sport Science. Our team of sport scientists spent time reengineering the line of track and field apparel to meet the demand of extreme weather conditions. The result is the perfect combination of breathable, water repellent apparel that is comfortable on the skin and looks good – to help our athletes perform at their best.”*

ASICS sponsors six federations who will be wearing the new apparel at the World Championships: Japan, Italy, Netherlands, France, Ukraine and Bulgaria. Inspired by the location, the uniforms have a desert design feel, with unique color combinations according to each country’s national flag.

ASICS has signed a multi-year extension to its sponsorship of IAAF.

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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.