

**REEBOK CLASSIC UNVEILS ‘ALWAYS CLASSIC’ CAMPAIGN FOR SPRING/SUMMER 2018**

**FEATURING OUTLIERS OF MUSIC AND STYLE**

·       ***New campaign champions those who dare across the globe, to show what it means to be a classic***

·       ***The world’s most daring visionaries and creatives (including Ariana Grande, Gigi Hadid, Rae Sremmurd, Teyana Taylor and Lil Yachty) come together for Reebok Classic’s latest campaign: Always Classic***

**Boston, MA – January 18, 2018**: Today, Reebok Classic reveals its Spring/Summer 2018 campaign that celebrates the brand’s most disruptive and authentic style pioneers, challenging them to step up to the global stage to define what ‘Always Classic’ means to them. The campaign unites Reebok Classic’s iconic silhouettes: the Freestyle Hi, Classic Leather, Club C and Workout Plus by capturing some of today’s most unconventional creative visionaries – including Pop superstar Ariana Grande, international supermodel and style icon Gigi Hadid, hip-hop duo Rae Sremmurd, model Sharina Gutierrez, style icon Teyana Taylor, rapper Lil Yachty, graffiti artists Felipe Pantone and Sany and K-pop sensation Somi – all in their element.

With a heritage firmly rooted in encouraging self-expression and embracing nonconformity, the campaign honors Reebok Classic’s longstanding commitment to pushing creative boundaries, reflecting the brand’s ethos to defy the status quo. The Always Classic campaign challenges people across the globe, to show what it means to be a Classic on their own terms.

Each partner fronts the silhouette that mirrors their unique character and physically represents what the style stands for at its core, creating a compelling story that truly reflects what it means to be defined as a Classic.

“Our brand has a history of pushing boundaries and the Always Classic campaign is no different. It’s a modern celebration of pioneers, darers and authenticators who are reimagining what it means to be Classic on their own terms and are inviting everyone to do the same,” says Todd Krinsky, General Manager Reebok Classics.

Born in the 80s, Reebok Classic’s Franchise Four sneakers each have their own unique heritage, personality and attitude. While today’s culture drives us to fit the norm, the message at the core of Always Classic is to empower individualism, encouraging us to push our creativity to new depths. The new campaign is a call-to-action for people to embrace their individuality and live up to their full potential as a fierce/pioneering/unstoppable/fearless style leader.

The Always Classic campaign will launch January 2018, stay tuned at Reebok.com/Classic for further information and to find out who the next Always Classic creative will be.

Watch these daring style pioneers describe what it “What it Means to Be Classic” here: [[HERE](https://youtu.be/yhJkKJBwPG4)] and catch additional campaign information on the Reebok blog.

#AlwaysClassic

**END**

**About Reebok:**

Reebok International Ltd., headquartered in Boston, MA, USA, is a leading worldwide designer, marketer and distributor of fitness and lifestyle footwear, apparel and equipment. An American-inspired global brand, Reebok is a pioneer in the sporting goods industry with a rich and storied fitness heritage. Reebok develops products, technologies and programming which enable movement and is committed to accompanying people on their journey to fulfill their potential. Reebok connects with the fitness consumer wherever they are and however they choose to stay fit – whether it’s functional training, running, combat training, walking, dance, yoga or aerobics. Reebok Classics leverages the brand’s fitness heritage and represents the roots of the brand in the sports lifestyle market. A subsidiary of adidas, Reebok is the exclusive outfitter of CrossFit and the CrossFit Games, the official title sponsor of the Reebok Spartan Race; the exclusive authentic global outfitter of UFC; the title sponsor of the Reebok Ragnar Relay series; and exclusive apparel provider for Les Mills.

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