



Reebok x Victoria Beckham Unveil FW19 Collection

***Beckham's Newest Collaboration with Reebok is
Inspired by her Daily No-Compromise Workout***

Boston, MA – July 24, 2019 – Today, global fitness and lifestyle brand Reebok launches the second collection from its partnership with Victoria Beckham. The new collaboration is an evolution of the debut collection's range of elevated sportswear, taking inspiration from the designer's daily high-energy exercise routine and her journey as a trained dancer.

The new collection includes a range of women's and unisex apparel, footwear and accessory pieces, featuring enhanced performance benefits and refined tailoring—a result of Reebok and Victoria's shared mission to marry performance with style. The collection's unisex outerwear pieces have a streetwear feel, which sit alongside the more-delicate, balletic-inspired performance apparel, like sheer bras, briefs, and off-the-shoulder tops.

The city of London and its youth culture remain key influences in the Reebok x Victoria Beckham collection. Urban-technical fabrics in a fashion-forward color palette of neon and earth tones are mixed with militaristic shades of khaki and navy. Outerwear items, including windbreakers, bomber crewnecks and anoraks feature bold branding and graphics, an homage to apparel of the late 80s and early 90s. Grounding the collection is footwear in a dynamic palette of khaki, black, neon yellow, and navy brought to life on the 90s-inspired Bolton Sock silhouettes.

Beckham notes, "I designed each piece to make the wearer feel confident in their style without compromising on high-performance features. Working out makes me feel strong and empowered and that ethos is reflected throughout the collection."

Kelly Hibler, General Manager, Reebok Classics, comments on the collection, "We are thrilled to launch our second collection with Victoria, building off the excitement and success of our inaugural range. United by a shared goal to make our consumer feel supported and powerful in all aspects of their lives, we continue to find the perfect balance between style and sport."

The Reebok x Victoria Beckham Fall Winter 19 collection comes alive through campaign imagery from the creative vision of photographer Mario Sorrenti and stylist Alastair McKimm. Drop one of the FW19 Reebok collection will be available starting **today, July 24, 2019**, at Reebok.com/VictoriaBeckham and other premium retailers worldwide.

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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 exclusive authentic global outfitter of UFC; and exclusive apparel provider for Les Mills.

For more information, visit Reebok at www.reebok.com, or, for the latest news at <http://news.reebok.com/>

Discover Reebok at the following locations: <https://www.instagram.com/reebok/>; <http://facebook.com/reebok>; <http://twitter.com/reebok>; and <http://youtube.com/reebok>

About Victoria Beckham

Victoria Beckham Limited is a London-based fashion brand, comprising multiple categories including two ready-to-wear categories: the mainline Victoria Beckham and its companion line, Victoria, Victoria Beckham together with Accessories and Eyewear. Since launching in 2008, the Victoria Beckham fashion brand has developed a distinctive and modern language of clothing. Developed at Victoria's studio in London, it showcases only the finest craftsmanship and materials. The brand has won critical



acclaim and multiple industry awards, including Best Designer Brand and Brand of the Year at the British Fashion Awards. In 2017, Victoria Beckham received an OBE for her services to the fashion industry and 2018 nominated for Designer Womenswear at the British Fashion Awards.

With offices in London and New York, a flagship store in Mayfair and in central Hong Kong, and over 400 stockists in over 50 countries internationally, Victoria shows her mainline collection at London Fashion week.

In 2017, NEO Investment Partners invested £30m in the business as a strategic partner and shareholder. In addition to NEO, Victoria Beckham Limited is owned by Beckham Brand Holdings, which is owned equally by Victoria Beckham, David Beckham and Simon Fuller's XIX Entertainment. In 2017, NEO Investment Partners invested £30m in the business as a strategic partner and shareholder. In addition to NEO, Victoria Beckham Limited is owned by Beckham Brand Holdings, and Simon Fuller's XIX Entertainment.