



REEBOK AND BA&SH UNVEIL NEW PAS DE DEUX COLLECTION ROOTED IN DANCE

The brands' first collaboration combines sports engineering with contemporary elegance

Boston, MA – June 1, 2020: Today, Reebok has announced a partnership with luxury womenswear brand ba&sh on an exclusive capsule collection Pas de Deux, meaning created as a duo. United in a mission to generate positive, creative energy, Reebok and ba&sh fuse sport with style in a collection that highlights the powerful movement of dance.

The collection combines performance engineering with contemporary elegance. Developed through a desire to tear down the wall of appearances, the collaboration boasts a more relaxed, urban approach to style, demonstrated through classic silhouettes in a sleek color palette of pink, black and beige.

“Dance is one of the most natural ways to blend the worlds of style, creativity and sports,” said Barbara Ebersberger, VP Product Apparel, Reebok. “Pas de Deux embodies the ultimate expression of movement, grace and self-expression, showcasing our two brands collaborating to the same beat.”

Featuring expert moisture-wicking Speedwick™ technology, the collection is comprised of five key pieces of apparel including the Lux All Over Print Tights and Woven Sweatshirt. The sports bra and leggings wick sweat away from the body to help the wearer stay cool and dry during any form of exercise. To round out the collection, Reebok and ba&sh have reworked a pair of the iconic Freestyle Hi silhouette with custom laces.

“To bring together our two core universes, namely fashion and sport, dance felt like the natural medium for this collaboration. Our unique collection will launch worldwide around the theme of Pas de Deux, the ultimate expression of movement of a duo’s collaboration” said Barbara Boccara and Sharon Krief, founders of ba&sh.

To celebrate the collection, Reebok and ba&sh have released a campaign launch video inspired by house music. Born from studying the most diverse forms of dance, the video demonstrates a sense of liberation, imagination and innovation by blending unique rhythms with staccato house beats.

Pas de Deux will launch on June 1st on [Reebok.com](https://www.reebok.com) and [ba-sh.com](https://www.ba-sh.com) with prices starting from \$45. Stay tuned for more information as Reebok and ba&sh continue to join the dance revolution 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; the title sponsor of the Reebok Ragnar Relay series; 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/>

About ba&sh

Ba&sh is a French fashion brand founded by best friends Barbara & Sharon who wanted to bring to life their dream wardrobe for all occasions. Each collection is designed in Paris to exude spontaneous, carefree femininity – with a distinctly Parisian foundation of effortless style.

A truly global brand, Ba&sh is backed by LVMH and grew first explosively in France and broader Europe, and most recently, has expanded to North America and Asia. There are over 250 Ba&sh retail stores around the world, with 10 stores in the U.S. by early 2020 (and more to come). Ba&sh also partners with select luxury retailers, including Neiman Marcus, Holt Renfrew, Le Bon Marche, Selfridges.

Learn more at www.ba-sh.com and join the ba&sh universe by following us [@bashparis](https://twitter.com/bashparis).