



Reebok Unveils First Look at New Brand Aesthetic with Video Series Centered on Sports and Community

Vice President of Creative Direction, Kerby Jean-Raymond Enlists Fellow Creative and Designer, Jide Osifeso, to Create the First Manifestation of Reebok's Refreshed Brand Direction

Boston, MA – June 15, 2021 – Timed to coincide with the beginning of the FW21 season, today Reebok unveils a video collection, titled "**Reconnect**," to give consumers the first look at the refreshed brand creative direction. This new vision for the brand is being driven by Vice President of Creative Direction, **Kerby Jean-Raymond** and Artistic Marketing Director, **Jide Osifeso**.

Following Jean-Raymond's appointment to his role of Vice President of Creative Direction at Reebok in September 2020 he has been providing creative leadership across all design disciplines. One of the first decisions Jean-Raymond made at Reebok to help bring his strong vision for the brand to life was to recruit fellow creative and designer, Jide Osifeso, to join Reebok. Osifeso, now Reebok's Artistic Marketing Director, has been building an internal creative agency to lead the direction for Reebok's new creative identity.

"I've been blessed to have three to four creative partners in my life and Jide is one of them," said Jean-Raymond. "He's the genius who's been behind your favorite geniuses. We speak the same language and care about the same audience."

"The opportunity for someone like myself to contribute to a company with such a rich heritage is special," said Osifeso. "Having the ability to work with one of my brothers to challenge what a brand like Reebok can and should look like is not only an exciting endeavor, but also an important one to undertake."

The first manifestation of this direction is reflected in Reebok's FW21 campaign creative beginning with the "Reconnect" collection, a series of compelling vignettes and one longform video directed by Jonas Lindstroem. Lindstroem also co-wrote the longform film with Osifeso, who led the creative direction for the content. The resulting series is a collection of moments shown through the lens of sport and community, having drawn inspiration from Osifeso's own relationship to sports growing up.

Said Osifeso, "The film series was made for people to derive their own meanings. I wanted to explore forward movement – literally and figuratively – and on a macro level, the idea that life is not a spectator sport as we should always strive to make the most of every moment in our journey through life."



The longform video is available on Reebok's [YouTube](#) channel and a trailer of the longform video is available on Reebok's [Instagram](#). Over the next few weeks the vignettes will also be shared on Reebok's Instagram. In the coming months Jean-Raymond and Osifeso will drive the new Reebok brand look and ethos, culminating in the unveiling of a new global brand campaign in SS22. The first product line influenced by Jean-Raymond will also debut in SS22 and the first collection driven entirely by his creative direction will be revealed in SS23.

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 that enable movement so people can 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.

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