



## Reebok x BEAMS Announce New Club C Laceless Mule

**BOSTON, MASS. / September 20, 2021** – Today, Reebok and Japanese fashion retailer, BEAMS, announce their latest product collaboration: the Club C Laceless Mule – a versatile, genderless silhouette designed to complement every outfit.

Founded in 1976, BEAMS initially imported and sold fashion and homeware products displayed to feel like a student dorm room. Within a few years, the company quickly expanded its realm to the American east coast and European trends and eventually created its first women’s label and store, Ray BEAMS, in 1984. Throughout the past forty years, the company has obtained legendary status in the world of streetwear and continues to expand its category offerings, earning a strong reputation in cross-brand collaborations.

While Reebok and BEAMS have worked together on several past collaborations throughout the years, the fashion retailer is beyond thrilled about the new silhouette and continued partnership. “We couldn’t be more excited to work with Reebok once again,” said Shingo Arai, Head of Buying for BEAMS. “The Club C’s major appeal is its classic look with a trendy feel. When designing the Club C Laceless Mule, we wanted to keep that overarching idea, but focus on creating a shoe that could be worn by everyone and used as both a standout and neutral accessory.”

A military-inspired silhouette, the Club C Laceless Mule (\$120, GX3853) keeps the authenticity and cleanliness of Reebok’s Club C, while incorporating the unique style and lightness of a mule. The new model will be offered in a White/Cold Grey colorway and, like previous collaborations between the brands, includes a removable and interchangeable custom window box that highlight the BEAMS and Reebok logos on the left shoe, as well as the なまえ logo on the right.

The Club C Laceless Mule will be available for purchase on [Beams.co.jp](https://beams.co.jp) starting September 25 and available worldwide at [Reebok.com](https://reebok.com) and select fashion retailers starting October 1. The silhouette will range in unisex sizes, 3.5-12, 13.

High-res imagery of the product and campaign can be found [HERE](#).



## **Media Contacts**

Reebok: Brianna Bostick, [Brianna.Bostick@reebok.com](mailto:Brianna.Bostick@reebok.com)

## **About BEAMS**

*The first BEAMS shop opened in February 1976 in a tiny space of only 21.5 square meters (231 square feet) situated subtly inside of a building that later entirely became the current menswear flagship, BEAMS HARAJUKU. A pioneer of lifestyle retailing, BEAMS imported and sold fashion and homeware products displayed to feel like a UCLA student dorm room and named its shop, American Life Shop BEAMS. Within a few years, the company quickly expanded its realm to American east coast and European trends by newly creating the BEAMS F and International Gallery BEAMS stores in 1978 and 1981. In response to growing demand for women's styles, BEAMS' first women's label and store Ray BEAMS was started in 1984. New categories continued to be added, and BEAMS developed numerous labels with dedicated buying and merchandising teams. For every label and store, international and Japanese designer items are supplemented by in-house label products that add variety and depth to the merchandise mix.*

*In the course of growth, BEAMS earned a reputation for itself in cross-brand collaborations. Buyers often customized designer products to better fit the Japanese physique or to add a special detail to a popular model. In 1997, BEAMS collaborated with Motorola to produce specially designed mobile phones and gadget-compatible apparel. Since this period, collaboration projects rapidly increased, and BEAMS engaged in several notable collaboration projects with authentic international and domestic brands – many of which are featured in the 2017 Rizzoli publication BEAMS: beyond TOKYO. To this day, BEAMS is a privately-owned company headquartered in Tokyo, Japan. Yo Shitara is the owner and President of BEAMS Co., Ltd. which was founded by his father Etsuzo Shitara. Most of its approx. 150 stores are widely spread across Japan, while its international locations include Taipei, Hong Kong, Beijing, and Bangkok.*

## **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.*

*For more information, visit Reebok at [www.reebok.com](http://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://twitter.com/reebok>; and <http://youtube.com/reebok>*