



## REEBOK BUILDS UPON REFRESHED BRAND DIRECTION WITH DEBUT OF "RADICALM"

*Reebok Showcases its FW21 Women's Collection with an  
Unexpected Narrative in New Film Release*

**Boston, MA – October 19, 2021** – Following the debut of Reebok's new brand direction revealed earlier this season through films including [CrateMaster](#) and [Reconnect](#), today Reebok continues its evolving brand narrative with a 60-second film titled ""**Radicalm.**" Directed by Reebok Senior Director of Marketing Creative & Design, Jide Osifeso, the thought-provoking piece explores the intersection of radical optimism and radical acceptance: radical calmness, while highlighting a curated Reebok FW21 women's collection inspired by the same premise.

Featured in the story is musician [Joyce Wrice](#) and entrepreneur [Candice Craig](#) wearing Reebok's new FW21 women's collection, while a voiceover plays out an inner-monologue that spotlights the back-and-forth struggle between profound and superficial thought. Further examining the universal concept of wondering, the story shows how one can think as seriously about how their shoes look, as where they stand in the world within the same minute, leaving the audience wondering themselves about their own thought-process in navigating simple and superficial, as well as the deep and dramatic.

Speaking to the film's unexpected narrative, Reebok's Senior Director of Marketing Creative & Design, Jide Osifeso shared, "I've been noticing a lot of anthemic and performative pieces from brands that aim to address big, serious topics. There is a place for that, of course. But here we wanted the opportunity to relate to people on a more personal level by acknowledging that our own internal thoughts are all valid, as weighty or trivial as they may be. And in doing so, we hope the film's acknowledgement of wonder and concern without claiming to have all of the solutions leads to a sense of calm and optimism."

"As a creative, to create with someone you look up to, and with a brand you have literally worn and respected your whole life, is truly a magical combo," said Candice Craig, creative and entrepreneur, and one of the subjects featured in the film. "Working with Reebok and Jide as Creative Director on this film was nothing short of an inspiring experience. I could relate to this campaign because it unveiled my everyday thoughts. We all go through life wondering, always being curious and I'm proud we got to share that curiosity is normal and it keeps us going."

Mirroring the themes of the film, the products in this seasonal women's assortment were developed on the premise of radical calmness and belief that optimism is a radical choice. Muted neutrals



paired with contrasts of bold neons signify the equilibrium between radical and calm and bring to life a collection made up of lifestyle and fitness footwear and apparel silhouettes including the Nano XI, Club C Double Geo, Techque T, Zig Kinetica II, Lux Highrise Tight, Lux Racer Bra and more.

The FW21 women's collection is available now at [www.reebok.com/us/women](http://www.reebok.com/us/women). The film and hi-res images of the product featured in the collection are available [HERE](#).

#### **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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