**Reebok and MARKET Dive into Land & Sea for Bold Club C 85 Footwear and Apparel Collaboration** *The Duo’s Second Collaboration Reimagines the Classic Shoe Through Earthy Textures and Aquatic Energy*

**(BOSTON) September 12, 2025** — Today, [Reebok](http://www.reebok.com/), the iconic and irreverent sports culture brand, and [MARKET](http://www.marketstudios.com), the Los Angeles-based streetwear label known for its internet-savvy, high-impact designs, announce their second collaboration: a footwear and apparel collection inspired by the duality of land and sea. **Reebok x MARKET** features two expressive takes on the **Club C 85** and a full head-to-toe apparel range that merges outdoor function with creative surprise. The **Reebok x MARKET** collection launches with an exclusive release on [www.marketstudios.com](http://www.marketstudios.com) on **September 19, 2025**, followed globally on **September 24, 2025, at 10 a.m. ET**, available at Reebok.com, and at select retailers worldwide.

For their second collection, the duo turned their creative lens toward earthbound textures and aquatic escapism, delivering a collection designed for movement, play, and versatility. “The inspiration for this collection was *Land & Sea*,” said Mike Cherman, founder of MARKET. “We flipped camo, erased paneling, and gave the Club C 85 a whole new identity. Then we asked ourselves, ‘what if a strap sandal and a sneaker had a baby?’ You get this lightweight, open-air hybrid, made for hot days, wet feet, and spontaneous detours.”

The result: two bold Club C 85 executions that push the silhouette into new territory while honoring its legacy:

* **Reebok x MARKET Club C 85 Water ($150.00 MSRP):** Features a custom mesh upper with sandal-style straps, open breathable design, tonal laces, terry cloth lining, and custom branding details. Packaged in an exclusive co-branded box. *Available at Reebok.com, MARKET.com, and select retailers worldwide.*
* **Reebok x MARKET Club C 85 Camo ($150.00 MSRP):** A classic with a twist—tear-away double canvas upper in MARKET’s custom camo design. Clean, panel-free construction with tonal laces, terry cloth lining, and custom branding. Packaged in an exclusive co-branded box. *Available exclusively at Reebok.com and select retailers worldwide.*

“It’s all about that ‘wait, what?’ moment,” Cherman added. “Both shoes have design elements that reveal themselves over time. These aren’t just kicks - they’re experiences. This collaboration is about movement, from land to water and back again. Go outside. Touch some grass. Wade into a stream. Wear them loud, get ’em dirty, and let them take you somewhere new,” he concluded.

Paired with the footwear includes an innovative apparel capsule designed to live outdoors, play with scale, and embrace movement. Key **Reebok x MARKET Apparel** includes:

* **Reebok x MARKET AOP Tee ($60.00 MSRP):** Relaxed fit with drop shoulders, inserted collar, and all-over print. Finished with reflective graphic details.
* **Reebok x MARKET Hoodie ($120.00 MSRP):** Relaxed fit with an all-over print and reflective branding.
* **Reebok x MARKET Reversible Vest ($180.00 MSRP):** Reversible design featuring reflective patches and prints. Regular fit.
* **Reebok x MARKET Graphic Tee ($50.00 MSRP):** Relaxed fit with drop shoulders, inserted collar, and reflective graphic prints.
* **Reebok x MARKET Vector Jacket ($110.00 MSRP):** Tonal vector detailing with a reflective logo lockup. Relaxed, boxy fit.
* **Reebok x MARKET Track Pant** **($100.00 MSRP):** Relaxed-fit woven pant with a wide leg and internal hem bungee for adjustability.

**Reebok x MARKET** launches with an exclusive release on [www.marketstudios.com](http://www.marketstudios.com) on **September 19, 2025**, followed globally on **September 24, 2025, at 10 a.m. ET**, available at Reebok.com, and at select retailers worldwide.

**###**

**About MARKET**

Founded in 2016 by Mike Cherman, MARKET is a celebrated fashion & lifestyle brand known for its limited-edition drops that move from concept to sell-out in just a few hours. A longtime innovator in the streetwear space, MARKET showcases its story through a diverse range of products including graphic apparel, tailored cut-n-sew garments, accessories, home goods, and more – with the label's beloved, quintessential smiley face artwork popping up throughout its designs.

**About Reebok**Reebok Design Group (RDG) is the global brand hub of design, development, innovation, MARKETing and creative services for Reebok footwear and apparel. As the central source of the brand’s creative vision, RDG provides ongoing support and expertise to Reebok’s network of strategic partners around the world. RDG champions Reebok’s storied heritage, ethos and DNA to authentically deliver a unified brand directive and consumer experience globally. A division of SPARC Group, RDG is headquartered in Boston, MA.

For more information, visit **Reebok.com** or, for the latest news, **News.Reebok.com**. Discover Reebok on Instagram, Twitter and YouTube.