



Reebok Announces Music Icon KAROL G as Global Brand Ambassador for New Era of Reebok Classics

Headlining the Brand's New 'Born Classic. Worn for Life.' Campaign

BOSTON, Mass. – Jan. 21, 2026 – Today, **Reebok**, the iconic sports culture brand, and GRAMMY-winning global recording artist **KAROL G** announce a multi-year partnership as the brand reintroduces Reebok Classics for a new era. KAROL G joins Reebok as a global brand ambassador that positions her at the center of the brand's storytelling, content, and upcoming global activations, most notably as the campaign star of Reebok's new *'Born Classic. Worn for Life.'* campaign.

"I'm so excited to join the Reebok family. I've been wearing Reeboks for as long as I can remember, so becoming a Global Brand Ambassador feels like a full-circle moment. Reebok Classics have a rich foundation and heritage in style, which is really important to me when it comes to fashion, and I love that I'll get to be part of the brand's story and show the world how I take Reebok with me wherever I go," said KAROL G.

As KAROL G continues to ascend as one of the most influential global artists of her generation, Reebok will elevate its Classics assortment like never before while tapping her for style and cultural-influence inspiration. In its new era, Reebok reintroduces the brand's beloved lifestyle sneaker silhouettes in 100% real Garment Leather, offered in both unisex and women's-only, focusing on offering today's generation with premium footwear options that are style-first and at the forefront of trends, all while at an accessible price.

On **February 18th, 2026**, the Reebok Classics SS26 Garment Leather collection will launch for sale including: the **Workout Plus** (Unisex, \$85 MSRP), **Freestyle Lo** (Women's, \$75 MSRP), **Club C 85** (Unisex and Women's, \$85 MSRP), and **Classic Leather** (Unisex and Women's, \$85 MSRP). Reebok Classics will continue to drop in a variety of colorways and model iterations focused on both today's top trends and heritage designs.



Reebok's new global marketing campaign, '*Born Classic. Worn for Life.*', sets the stage for a new chapter in Reebok Classics, blending timeless silhouettes with modern relevance and cultural significance. The campaign film, shot by Renell Medrano, celebrates Reebok's most iconic moments and the women who inspired generations - from Princess Diana's effortless style to Jane Fonda's studio workouts and Cybill Shepherd's cinematic elegance - now reimagined with today's leading global artist: KAROL G. Additionally, the campaign platform will feature rising male and female talent from key cities across the globe, championing how Reebok style comes to life from New York City, to London, Berlin, and beyond.

"Born Classic. Worn for Life.' celebrates the enduring influence of Reebok Classics, connecting the brand's heritage in footwear excellence with icons from past and present," said Todd Krinsky, CEO of Reebok. *"With Karol at the forefront, we're redefining how a new generation experiences the legacy of Reebok Classics through individuality, confidence, and style."*

KAROL G's partnership with Reebok comes during a milestone year at the height of her career. Earlier this year, she made history as the headliner of the NFL's first halftime show in Brazil and performed alongside Andrea Bocelli during the Vatican's first public concert. She recently expanded the world of her groundbreaking album *Tropicoqueta* with La PremiEre, an unprecedented simultaneous global broadcast that brought her music into living rooms across more than 40 countries. Looking ahead to 2026, KAROL G is set to make history as the first Latina artist to headline the iconic Coachella music festival.

In the seasons ahead, Reebok and KAROL G will also introduce an exclusive collection co-designed by the multiplatinum artist, expanding the brand's vision for Classics with footwear and apparel offerings inspired by her style, story, and global influence.

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About KAROL G

KAROL G, born Carolina Giraldo Navarro, is a global superstar who has redefined Latin music and paved the way for a new generation of artists. With a historic GRAMMY® win for Best Música Urbana Album, multiple Latin GRAMMY® Awards and more than 310 RIAA Platinum certifications in the U.S., she is one of the most decorated and streamed female artists in the world, with over 117 billion career streams.

Her groundbreaking album "MAÑANA SERÁ BONITO" made her the first woman to debut at No. 1 on the Billboard 200 with a Spanish-language album. Its follow-up, "MAÑANA SERÁ BONITO (BICHOTA SEASON)", debuted at No. 3, making her the first artist to place two Spanish-language albums in the Billboard 200 Top 10 in the same year. In 2025, she expanded her creative universe with "TROPICOQUETA," which marked her fourth consecutive No. 1 on Billboard's Top Latin Albums chart.

On stage, KAROL G has set new touring records worldwide. She delivered the highest-grossing North American tour ever by a Latina artist and sold more than one million tickets across Latin America. Her European stadium run included four sold-out nights at Madrid's Estadio Santiago Bernabéu making it the largest Latin tour in European history. In 2026, she will make history as the first Latina artist to headline Coachella.

A powerful cultural force beyond the stage, KAROL G made history as the first artist to headline the NFL's inaugural halftime show in Brazil, performed alongside Andrea Bocelli during the Vatican's first-ever public concert, delivering "Mientras Me Curo del Cora" and "Vivo Por Ella" and debuted on the runway at the Victoria's Secret Fashion Show. In Paris, she became the first Latina artist to headline Crazy Horse, appearing as a "Crazy Girl" across eight exclusive performances.

Her influence extends into film, fashion, and philanthropy. Her Netflix documentary KAROL G: Mañana Fue Muy Bonito reached No. 1 in 19 countries, including the United States, Colombia, Mexico and Spain. She has collaborated with global brands including Diesel, co-creating a nine-piece capsule inspired by TROPICOQUETA and has expanded her influence into spirits with the launch of 200 Copas by Casa Dragones. She also continues to uplift women and underserved communities through her Con Cora Foundation.

About Reebok



Reebok is an iconic and irreverent sports culture brand with a rich and storied fitness heritage dating back to 1895. Founded on athletic footwear that changed the direction of sport, Reebok continues to introduce innovations that propel the industry forward. Today, Reebok sits at the intersection of active, lifestyle and sport, offering high quality and modern styles that are adaptable for every occasion. The brand strives to deliver every athlete, from professionals to enthusiasts, with the opportunity, products and inspiration to reach their full potential. Reebok currently operates in 80 countries with approximately 400 freestanding stores around the world.

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