February 26, 2009

Onitsuka Tiger Releases ZODIAC Collection

Kobe, Japan – Onitsuka Tiger introduces a collection of 18 items of footwear, apparel, accessories on a theme of “12 ZODIAC SIGNS”, which some of them have been on sale since January 13, prior to the general release of the full collection from the beginning of March at Onitsuka Tiger retail stores, department stores and boutiques domestically as well as globally. It aims the sales of 20,000 items of footwear, 7,000 items of apparel and 1,000 items of accessories.

The Zodiac Collection celebrates the 60th anniversary of the brand which was started by ASICS founder, Kihachiro Onitsuka in 1949. As its main characteristic, the first 6 signs of the zodiac, ”Rat, Ox, Tiger, Rabbit, Dragon, Snake” are graphic designs.

The graphic works of the first 3 animals are done by Takeshi Fukui who draws the head of the animals with flowery patterns, representing “Traditional Japan” and “Celebration of the 60th Anniversary” with lots of colors.
The other 3 are done by Erik Kriek, an illustrator from Amsterdam who describes them full-spirited and lively.

The footwear collection includes varied 7 items, ranging from popular “Coolidge”, “Norico” and “Pixy Basket”, a new female model based on the basketball shoes from the 50’s and “Fabre”-inspired model with thicker sole. Apparel collection includes popular track jackets, T-shirts, long wind-breaker jacket and Women’s long T-shirts. Bags have portable messenger bag available.

Free key rings of 12 zodiac characters for all who purchase footwear and “NOSHI” paper- inspired shoe box encourage the festivity of the anniversary
In addition, “Onitsuka Tiger” website will feature a comedic animation of the zodiac animals racing against each other from February 27.

“Onitsuka Tiger” claims its annual theme to be “CELEBRATING 60 YEARS” in honor of the 60th anniversary of Kihachiro Onitsuka creating the first sport shoes. This “ZODIAC COLLECTION” is the second project on the same theme, following “KANREKI COLLECTION” since January. Items for autumn and winter will feature the graphics of “Horse, Sheep, Monkey, Rooster, Dog, Boar”.
“Onitsuka Tiger” keeps introducing up and coming items on the theme of “60 YEARS” for this year.

About “Onitsuka Tiger”

“Onitsuka Tiger” is a sporting brand that ASICS founder, Kihachiro Onitsuka started in 1949 when he produced the first sport shoes. It continued to grow until 1977 when ASICS was born through the merger with 2 other sporting companies. “Onitsuka Tiger” re-started as a sport fashion brand in 2002 and has been expanding the brand globally since then.
Every style of shoes has a historic background of high tech athletic shoes at that time and has its own story. Footwear, apparel, bags and accessories feature Japanese traditional pattern, material and dying techniques to convey the fusion of “Japanese” and “Sports”. With Japanese traditional culture attracting more attention worldwide, “Onitsuka Tiger” has been achieving popularity among the youth globally.