

News Release :

Kobe, Japan | September 15, 2016

REDESIGN OF THE “ASICS TIGER” BRAND LOGO

ASICS is pleased to announce the new “ASICS Tiger” brand logo, to debut in advertisements and web content for the autumn and winter seasons at the end of September. The first directly-managed “ASICS Tiger” store, “ASICS Tiger OSAKA SHINSAIBASHI,” will open on September 21 with decor featuring the new logo on its façade and furniture.

The first product campaign to use the new brand logo will be “CHAMELEOID MESH.” Based on the campaign’s “TRANSFORM COLOR.” concept, key visuals and videos will be distributed globally to spotlight the color-shifting properties of “CHAMELEOID MESH” technology.

Designs of the New Brand Logo

Complementing the original 1977 logo used when ASICS was founded, the new brand logo adds the word “TIGER” in similar typography. The new logo expresses the universal dynamism of our sports brand and the strengths that color active lifestyles. The design was developed together with famed graphic designer Alan Peckolick.



Combining aspects of both “ASICS” and “Onitsuka Tiger”, “ASICS Tiger” brand was revived as the third ASICS pillar brand in January 2015, targeting the global sports lifestyle market. Inspired by retro athletic shoes, ASICS Tiger continues to grow and make waves with trendy designs and collaborations with famous domestic and overseas sneaker boutiques.

Rooted in ASICS’ history, focus on quality, and designs supported by technology, ASICS Tiger will continue to build its reputation as a sports lifestyle brand that always pursues evolution and enriches lifestyles all around the world.

Motoi Oyama, President and CEO, Representative Director of ASICS Corporation says “As the third pillar brand of ASICS, ASICS Tiger will introduce modern designs that integrate technology and fashion, in addition to the throwback designs from the 1980s and 1990s, such as GEL-LYTE III and GEL-LYTE V, in various styles for active consumers all over the world”.



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Graphic Designer Alan Peckolick

Alan Peckolick is a graphic designer, artist, and photographer born in New York in 1940. His works are influenced by historical signage and lettering, and his work is especially famous for its typography. He became assistant to the renowned designer Herb Lubalin and later his partner in their venture Lubalin, Peckolick Associates. Herb Lubalin and Alan Peckolick designed the ASICS corporate trademark when ASICS was founded in 1977.



ASICS Tiger OSAKA SHINSAIBASHI

ASICS will open its first store directly managed by “ASICS Tiger” on September 21. The store conveys a high-class atmosphere through marble shoe walls and shiny white center tables, while simultaneously expressing street elements like mortar walls and guard rails. On the ceiling, a straight yellow accent line expresses the innovativeness and freedom of a brand that seeks freshness and breaks uniform space. A six-meter-wide glass panel window gives shoppers the view of the whole store so they can feel the contemporary energy of “ASICS Tiger.”



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Store Details

Store Name	ASICS Tiger OSAKA SHINSAIBASHI
Address	1st floor, Shinsaibashi Opa Kirei Kan 1-9-2 Nishi-Shinsaibashi, Chuo-ku, Osaka City, Osaka 542-0086
Operating Hours	11:00 – 21:00
Products	“ASICS Tiger” brand shoes, clothing, and accessories
Open	September 21, 2016

ASICS Tiger Official Site: asicstiger.com

