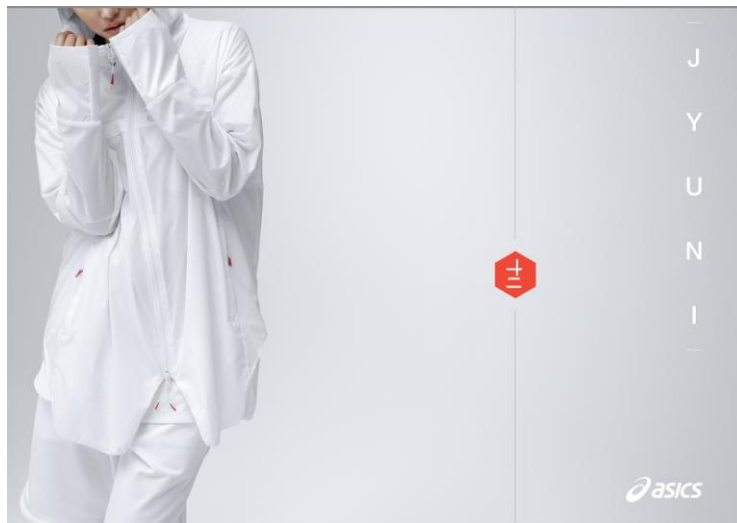


News Release:

Kobe, Japan | January, 2017

ASICS JYUNI™ WHITE COLLECTION *A LIMITED CAPSULE COLLECTION COMBINING MINIMALISTIC BEAUTY AND FUNCTIONAL DESIGN INSPIRED BY JAPAN*



ASICS launches JYUNI™ White Collection pushing a lifestyle aesthetic with functional materials, taking notes from their Japanese heritage.

The world is evolving beyond limits and setting a digital pace for the future. A new generation of urban individualism is breaking from the mold. They're challenging the traditional boundaries of time by taking their training sessions out of the gym and onto the streets – anywhere, anytime.

JYUNI™ by ASICS® is a new premium collection that encourages you to break free from constraints. JYUNI (十二), meaning “twelve” in Japanese, represents the structure of time and the restraints that come with it. The JYUNI™ Collection is aiming to break conventional rules, endorsing a modern active lifestyle, and embracing ASICS' heritage through detail, craftsmanship, and elevated functionality.

SIMPLE. MINIMALIST. MODERN.

Tokyo, being an international hub and metropolis, is highly unique in its approach to modern living, quickly evolving and creating new movements and ideas on a daily basis. ASICS draws inspiration from the speed and ever-changing identity of the city to create the truly unique apparel collection.

<https://www.instagram.com/jyuni/>



News Release:

The design ethos of ASICS and the approach for the upcoming collection is strongly bonded to the traditional minimalist aesthetics and concepts of simplicity. Taking cues from their heritage, the new premium collection merges functionality and bold traditional style, while staying aware of how a new generation navigates their lives.

"If we make apparel that people WANT to wear, and if we can inspire them to WANT to do sports, or in so doing, enjoy sports - that pure enjoyment is the most valuable."

-Ikuo Sumimoto, Deputy Senior General Manager, Global Apparel and Equipment Division

The JYUNI™ collection is arriving right on the heels of the critically acclaimed MetaRun™ concept running shoe that re-imagines the whole genre with its innovative design and technology features, inspired by traditional Tokyo red in contrast with the modern grey concrete buildings of the city. Bringing ASICS' unrivaled quality and highly functional details to lifestyle-focused silhouettes is the focus for the upcoming collection.

JYUNI™ WHITE COLLECTION DETAILS

The JYUNI™ white collection consists of three key pieces: the Woven Hooded Jacket, the Knit Short Pant, and the Short-Sleeve Top. All JYUNI™ products are made using high quality of material and level of function, making the combination a streetwear look with functional features. Performance is deeply rooted in the brand's DNA – with the JYUNI™ collection, a transition into style and fashion is born. All styles are unisex and available in sizes S-XL.

Woven Hooded Jacket: Features translucent water-resistant nylon to block wind and rain, as well as lightweight mesh and signature glow-in-the-dark 3D hexagon graphic. Suggested retail price: \$270USD

Knit Short Pant: Features Japanese looped back French terry for a balanced warmth-to-weight ratio that provides stretch with a dry touch finish and signature glow-in-the-dark 3D hexagon graphic. Suggested retail price: \$125USD

Short-Sleeve Top: Features stretchable lightweight fabric, with built-in durability, to prevent loss of original shape and signature glow-in-the-dark 3D hexagon graphic. Suggested retail price: \$105USD

Introducing a strong contrast to the winter skies of early 2017, the JYUNI™ White Collection will drop in January through carefully selected retailers and boutiques. Its highly limited numbers and unique style will make it a must-have for active, style-conscious, urbanites all over the globe.

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