



# News Release // Kobe, Japan / September 13, 2013 //

Contact:  
ASICS Corporation,  
Public Relations Team  
TEL: +81-78-303-2255  
onitsukatiger.com

## “Onitsuka Tiger” Brand’s Kansai Flagship Store Moves to New Location

ASICS has decided to move its “Onitsuka Tiger” brand store “Onitsuka Tiger Kobe” from the Former Foreign Settlement of Kobe to Sannomiya Center Street.

The new “Onitsuka Tiger Kobe” will be located in the downtown area very close to Kobe’s Sannomiya Station, a lively place packed with men and women of all ages regardless of whether it’s a weekday or a weekend.

“Onitsuka Tiger Kobe” will be the new Kansai flagship store conveying the unique “Onitsuka Tiger” image that mixes vintage and future images and Eastern and Western images based on the concept of “any time and any places,” the same image presented by the Kanto flagship store, “Onitsuka Tiger Omotesando.”

With this new opening, a limited 100 pairs of the reissued NIPPON MADE will be sold exclusively only at “Onitsuka Tiger Kobe.”

We have positioned this new flagship store as a place to collection information regarding future stores and product development in addition to improving “Onitsuka Tiger” brand awareness and increasing sales in the Kinki region.



Store Image

### ○ Store details

Store name	Onitsuka Tiger Kobe
Address	Mōri bldg. 1-2F, 2-10-21 Sannomiya-cho, Chuo-ku, Kobe, Hyogo, 650-0021
Telephone	+81-78-333-0577
Business hours	11:00 to 20:00
Store holidays	Not fixed
Store area	117.59 m <sup>2</sup>
Line of goods	“Onitsuka Tiger” brand shoes, clothes, bags, and accessories
Sales target for the 1st fiscal year	130 million yen
Opening day	September 14, 2013

### ○ “Onitsuka Tiger” stores in Japan (as of August 29)



In 1949, Kihachiro Onitsuka established Onitsuka Tiger, the forerunner of ASICS. The brand began with a commitment to promoting youth health, and since then, the Tiger stripes have become synonymous with one of the most world-renowned athletic brands. The legend lives on today in the fusion of Japanese heritage and modern flair. With designs ranging from updated classic silhouettes to refreshing new styles and collaborations with like-minded artists and cultural connoisseurs, the spirit of Japan resonates in each new collection of Onitsuka Tiger shoes, apparel and accessories. Visit [www.onitsukatiger.com](http://www.onitsukatiger.com) for more information.



The stripe design featured on the sides of ASICS® shoes is a trademark of ASICS Corporation and is a registered trademark in most countries of the world.



## News Release // Kobe, Japan / September 13, 2013 //

Contact:  
ASICS Corporation,  
Public Relations Team  
TEL: +81-78-303-2255  
onitsukatiger.com

Kanto region: Omotesando, Daikanyama, Marunouchi, Roppongi Hills, Shibuya PARCO, Tokyo Solamachi, Odaiba VenusFort, Shonan, Shinmisato

Chubu region: Nagoya PARCO

Kinki region: Kobe, Namba Parks, NU Chayamachi, Abeno

Chugoku region: Hiroshima, Okayama

Shikoku region: Takamatsu, piole HIMEJI

Kyushu region: Canal City Hakata

<Other stores in store>

Kanto region: Odakyu HALC Department Store Shinjuku

Chubu region: Entetsu Department Store

Kinki region: Daimaru Umeda, Hankyu Umeda Main Store

<Reissued NIPPON MADE model: Limited 100 pairs to be sold>



**TH0F3L#0505**

**24,150 yen**

\*Only men's sizes available

The NIPPON MADE series, launched in 2008, is committed to "made in Japan" with detail that can be achieved only by the Japanese-born Onitsuka Tiger brand. Every shoe, processed by skillful artisans using Japanese-made leather, pursues precision and delicacy based on the "authentic Japan" concept and boasts one-and-only retro and luxury features.

<<Inquiries for this document>>

For press: ASICS Corporation, Public Relations Team

TEL: +81-78-303-2255 (Kobe)



In 1949, Kihachiro Onitsuka established Onitsuka Tiger, the forerunner of ASICS. The brand began with a commitment to promoting youth health, and since then, the Tiger stripes have become synonymous with one of the most world-renowned athletic brands. The legend lives on today in the fusion of Japanese heritage and modern flair. With designs ranging from updated classic silhouettes to refreshing new styles and collaborations with like-minded artists and cultural connoisseurs, the spirit of Japan resonates in each new collection of Onitsuka Tiger shoes, apparel and accessories. Visit [www.onitsukatiger.com](http://www.onitsukatiger.com) for more information.



The stripe design featured on the sides of ASICS® shoes is a trademark of ASICS Corporation and is a registered trademark in most countries of the world.