

JAPANESE PRECISION MEETS BRITISH DESIGN HERITAGE AS ASICS INTRODUCES A FITNESS COLLECTION MADE WITH LIBERTY FABRICS



True sport performance brand, ASICS, today announced the launch of its newest collection styled with prints from Liberty Fabrics. ASICS introduces two of the well-known British designer prints to the ASICS' portfolio of studio fitness apparel and footwear.

For this collection Liberty Fabrics will be used on the Woven Hooded Jacket, the Woven Short Pant, the Knit Tight, the Short-Sleeve Top, the Knit Headband, and GEL-FIT SANA™ SE. The apparel and footwear feature Liberty Fabric's popular prints, along with classic prints created by the famous textile designer.

"Working with a storied brand like Liberty Fabrics is incredibly exciting for ASICS and we are thrilled to unveil this first-of-its kind collection featuring their iconic prints and fabric within our fitness line," said Paul Miles, Senior General Manager, Global Marketing Division ASICS Corporation. "ASICS and Liberty Fabrics share a mutual passion for craft and quality and we look forward to infusing these unique and recognizable prints into one of our most versatile product lines."

The two prints within the collection include Strawberry Thief and Ciara. The prints will be incorporated in ASICS' fitness products, starting with the GEL-FIT SANA™ SE which delivers lightweight, breathable and versatile performance products for women focused on comfort and function.

THE COLLECTION

- The collection consists of five key pieces (the Woven Hooded Jacket, the Woven Short Pant, the Knit Tight, the Short-Sleeve Top and the Knit Headband) and studio fitness footwear.
- Woven Hooded Jacket: Features hidden ribbed cuffs to retain warmth, 4-way stretch fabric for comfort, and light weight water-repellant nylon to block wind and rain

Anima Sana In Corpore Sano, meaning "A Sound Mind in a Sound Body," is an old Latin phrase from which ASICS is derived and the fundamental platform on which the brand still stands. The company was founded more than 60 years ago by Kihachiro Onitsuka and is now a leading designer and manufacturer of running shoes, as well as, other athletic footwear, apparel and accessories. For more information, visit www.asics.com.



The stripe design featured on the sides of the ASICS® shoes is a registered trademark of ASICS Corporation.



- Woven Short Pant: Features light weight water-repellant nylon, inner-brief and draw cord for fit and comfortable movement, and inner stash pocket
- Knit Tight: Features 4-way high-stretch knit fabric for flexibility, wide waist band with stash pocket, and ASICS print feature
- Short-Sleeve Top: Features wicking fabric for dry feel finish, draw cord and gathering detail for versatile fit and style
- Knit Headband: Designed with soft stretch fabric to keep hair off your face with better fit
- GEL-FIT SANA™ SE is the ideal footwear for studio workouts and light cross-training. Designed with a crisscross pattern in the midsole to promote multi-directional flexion and adaptability to maximize the foot's natural motion. The full MONO-SOCK® and seamless construction create a customized fit to help elevate your workout. The GEL-FIT SANA™ SE will be available in two Liberty Fabric prints, Strawberry Thief and Ciara.

The model will be available beginning September 1, 2017 at ASICS retail and online stores.

To find out more about this collection, visit ASICS at asics.com/liberty-fabrics or follow #FitnessExplorer on our social channels.

Video: <https://youtu.be/pb37d8sNUQQ>

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