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World's First Onitsuka Tiger NIPPON MADE Retail Store to Open



ASICS announces the opening of Onitsuka Tiger Omotesando NIPPON MADE in Tokyo's Omotesando district September 29. The store will be the world's first NIPPON MADE series retail store under the Onitsuka Tiger brand.



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 for more information.

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



The NIPPON MADE series, which debuted in 2008, is a line of Onitsuka Tiger goods that features exacting made-in-Japan detail. Skilled artisans create retro, sophisticated textures using fine-quality leather, producing meticulous precision in crafting items individually under the concept of 'the real Japan.' Onitsuka Tiger's top-most line, the NIPPON MADE series is the product of collaboration with prominent designers using Japanese traditional techniques. The line has proven popular both in Japan and overseas.

Onitsuka Tiger Omotesando NIPPON MADE is located behind Omotesando Hills, a prominent shopping center between Harajuku and Aoyama, and next to Onitsuka Tiger Omotesando, the brand's biggest flagship store in all of Japan. The store is a dealer of the NIPPON MADE series of products, and will feature limited edition totebags, wallets, and apparel available only at this location.

Customized NIPPON MADE goods, with a variety of materials and colors available to choose from, will be available from January 2018.

The store's design concepts are *Wa* (Japanese style) and *Mode*, and the interior integrates the key colors of the NIPPON MADE series. Carpeted and simple, like a gallery, the interior space is all white but with furnishing bottoms lined in red. The façade is highlighted with gold. Borrowing *wa* elements, like the louvered ceiling and façade, the atmosphere is *mode*.

Onitsuka Tiger Omotesando NIPPON MADE is targeted primarily toward fashion-conscious men and women in their 30s and 40s as well as overseas visitors. As a point of contact with fans of the NIPPON MADE series and new customers, as well as a ground to develop products for the future, the store will further raise the brand value of Onitsuka Tiger.

oStore Details

Store name	Onitsuka Tiger Omotesando NIPPON MADE
Address	4-24-14, Jingumae, Shibuya-ku, Tokyo
Product lineup	"Onitsuka Tiger" NIPPON MADE series footwear, apparel, bags, and other equipments
Store hours	11:00~21:00
Total store floor space	Approximately 79.68 m2
Regular closing day	No scheduled closing day
Open	September 29, 2017