



ASICS AND ANREALAGE LAUNCH NEW KALEIDOSCOPE COLLECTION

HIGH-TECH MEETS HIGH-FASHION TO LIGHT UP THE NIGHT



ASICS teams up with Japanese fashion label ANREALAGE to introduce the new Kaleidoscope Collection. Combining high fashion with sports, the collection is designed for both looks and performance fit for an urban night run or a night out. Featuring a line of bespoke textiles created by ANREALAGE's lead designer, Kunihiko Morinaga, the high-tech reflective fabrics change color from day to night.

Available for men and women, the collection features Kaleidoscope apparel and the fuzeX RUSH™ footwear. New designs incorporate the ANREALAGE fabric's reflective tech, changing the look seamlessly from day to night. In daylight, it is subtle, with patterns set against an earthy beige palette. When night falls, reflective ink splashes a kaleidoscope of colors and shapes each time light hits the fabric.

"Morinaga's edgy designs and tech-enhanced textiles have graced runways across the world. ASICS and ANREALAGE share a vision for creating wearable technology, which we're proud to bring to life with the Kaleidoscope Collection," says Paul Miles, Senior General Manager, Global Marketing Division ASICS Corporation.

"My goal for this collection was to bring fashion to sport without compromising on performance. People want to wear products that look good out and about, but also take workouts to the next level," adds Morinaga.

More about the products:

- **fuzeX RUSH footwear:** features an updated glow-in-the-dark upper, reflective laces and ANREALAGE logo
- **Kaleidoscope apparel:** short-sleeved tees and long-sleeved jackets feature reflective shoulder panels, with matching paneled tights and shorts

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.

The Kaleidoscope Collection will be available beginning November 3, 2017 at ASICS and ANREALAGE retail stores, select retail partners and ASICS online.

To find out more about this collection, visit ASICS at www.ASICS.com/collections or follow #ASICS, #anrealage, #FitnessExplorer, #fuzeX on our social channels.

Video: <https://youtu.be/B2Qcy8aA-Vg>



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.