

Onitsuka Tiger Opens New Flagship Store in Sydney

Sydney, Australia 15th May 2013. Continuing their mission to outfit trendsetters around the world, the original Japanese sports fashion brand Onitsuka Tiger has opened a new standalone flagship store in the historic Queen Victoria Building in Sydney's CBD



The interior of the new store was inspired by the theme *Modern Japan* and was brought to life by the design team from Line Inc Architecture. The store stocks all classic and current collections of Onitsuka Tiger sneakers, apparel and accessories. It was officially opened last night with an event called 'Sneaker Unique' - attended by Australian ambassadors Benji Marshall, Greg Inglis, Kurt Tippett, Jesinta Campbell and Shannan Ponton.

Onitsuka Tiger, the forerunner of ASICS, was born in 1949.
The brand began with Kihachiro Onitsuka's commitment to promote youth health through sport.
Since then, Onitsuka Tiger became synonymous with premium performance in sport.
The legend lives on today as a lifestyle brand in the fusion of Japanese heritage and modern flair.
With designs ranging from updated classic silhouettes to 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.au for more information.





'Sneaker Unique' gave each guest the chance to be Onitsuka Tiger's newest collaborator and create a pair of truly unique 'kicks' with the help of freehand graphic artists Mike Watt and Bill Hope. Using their illustration skills and imagination, the designers personalised the guests' Onitsuka Tiger sneakers, bringing a bit of soul to each sole.

The public will have a chance to create their own 'Sneaker Unique' shoes during Onitsuka Tiger's opening week with Mike Watt and Bill Hope appearing exclusively in-store on Thursday 16th May from 4pm till 9pm and Saturday 18th May from 12 to 4pm, to personalise shopper's sneakers.

"Onitsuka Tiger's enthusiastic fans demand complete individuality with their footwear, so we really wanted to give them the chance to make their sneakers uniquely one-of-a-kind," said Allan Russell, Managing Director, ASICS Oceania.

"The opening of our flagship Sydney store is another facet of an already exciting year which has seen us refresh our global website and launch new social platforms to further engage with our audience to help Onitsuka Tiger stay current with its core market and fans."

The new Onitsuka Tiger store is located at Shop 59-61 Lower Ground South, Queen Victoria Building, 455 George St Sydney, 2000.

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