



ASICS LAUNCHES WORLD'S COOLEST SUPER SANDAL TO HELP A RECOVERING ATHLETE'S BODY AND MIND AFTER PERFORMANCE

- Unique design of the ACTIBREEZE™ 3D SANDAL delivers optimized comfort, cooling and softness for the recovering athlete
- ACTIBREEZE™ 3D SANDAL is ASICS' first move into the *After Performance* space
- Debuting at the World Athletics Championships Oregon22, it will be available instore and online from July 17, 2022



[JULY 16, 2022 – KOBE, JAPAN] – ASICS is today launching the new ACTIBREEZE™ 3D SANDAL - an innovative 3D printed sandal that is specifically designed to help the body and mind of a recovering athlete in the *After Performance* phase.

The ACTIBREEZE™ 3D SANDAL features a ground-breaking geometric structure, made possible through a parametric design method and advanced 3D printing technology, to deliver outstanding comfort and protection for the wearer.

Other key design elements of the ACTIBREEZE™ 3D SANDAL include a thick, open lattice structure. This unique formation delivers excellent cooling and breathability, with the sandal proven to keep temperature and humidity levels on-foot lower than other recovery sandals currently on the market¹. The sandal's extra wide base meanwhile provides a soft, stable platform.

All of these features combine to help optimize a recovering athlete's *After Performance* phase, helping ensure they are ready to go again and perform at their peak come the next raceday.

The launch of ACTIBREEZE™ 3D SANDAL sees ASICS extend its commitment to offering the very best in performance and protection for its athletes with a first step into the *After Performance* space. The move reflects ASICS' belief that significant performance gains can be made through enhanced recovery of



both body and mind for its athletes.

AJ Andrassy, General Manager of Product Management, Performance Running Footwear Div. at ASICS said: "We've had the super shoe and the super spike. Now it's time for the super sandal. The ACTIBREEZE™ 3D SANDAL represents our belief that innovation in sports footwear shouldn't be limited to what the athlete wears when competing or training. Through our new *After Performance* commitment, we want to continue exploring new ways we can further optimize post-race recovery and relaxation of both body and mind for our athletes."

Genki Hatano, Lead Researcher at Future Creation Dept, ASICS Institute of Sport Science (ISS) who was in charge of the parametric design, said: "This sandal is quite unlike anything we've created before. Its unique design provides structural integrity while still having an ability to be morphed parametrically. The result is a sandal that provides the right amount of porousness – combining breathability and resilience to deliver optimized levels of softness and support. The successful implementation of this method also moves us closer to an exciting future where a shoe can freely morph its form to exactly fit the profiles of each individual athlete."

Appearing for the first time at the World Athletics Championships Oregon22, where it will be worn by the likes of Valarie Allman, Eiki Takahashi & Mohamed Katir, ACTIBREEZE™ 3D SANDAL will also be widely available in many markets to buy instore and online at asics.com from July 17 2022 with an RRP of \$80.

To find out more about the ACTIBREEZE™ 3D SANDAL and ASICS' new *After Performance* commitment, please visit asics.com.

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NOTES FOR EDITOR

¹- According to ASICS Institute of Sport Science research (2022).

MEDIA ASSETS

- ACTIBREEZE™ 3D SANDAL launch film
- ACTIBREEZE™ 3D SANDAL product & launch moment stills
- ACTIBREEZE™ 3D SANDAL factsheet

