



PRESS

RELEASE

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Onitsuka Tiger Launches Its First Dedicated Production Facility:

The Onitsuka Innovative Factory,

In Tottori Prefecture, the Birthplace of Its Founder.

Original Shoes Designed by Tomohisa Yamashita Unveiled to Celebrate the Opening.



Japanese fashion brand Onitsuka Tiger continues to present a contemporary collection that combines fashion with sports, and heritage with innovation.

Onitsuka Tiger Launches Its First Dedicated Production Facility: The Onitsuka Innovative Factory

Onitsuka Tiger proudly opened its first dedicated production facility, Onitsuka Innovative Factory Corporation, in Tottori Prefecture—the birthplace of founder Kihachiro Onitsuka—on Thursday, January 1, 2026. To celebrate this milestone, an opening ceremony was held on Thursday, January 15.

The new facility integrates the entire lifecycle of creation—from material development to design and production—under one roof. In the future, it will act as a cultural hub, showcasing Onitsuka Tiger’s brand vision and the artistry of Japanese craftsmanship to a global audience. The facility will collaborate closely with the Milan Design Center—Onitsuka Tiger’s international creative headquarters—and The ASICS Institute of Sport Science, which focuses on pioneering research in advanced sports technology.

The facility will strengthen production for high-value-added footwear, including the globally acclaimed NIPPON MADE series—the symbol of Onitsuka Tiger’s craftsmanship—

and the formal leather shoe line THE ONITSUKA. Furthermore, it will mark the brand's first venture into leather bag production, further expanding its creative horizons.



The adjacent gallery showcases rare archival pieces and exhibits highlighting the brand's dedication to craftsmanship. Additionally, on Friday, January 16, the Onitsuka Gallery Store will open, marking the brand's first retail presence in Tottori Prefecture. The store will offer selected NIPPON MADE products crafted at the Onitsuka Innovative Factory, alongside a custom-order shoe service.

Furthermore, the Onitsuka Innovative Factory's auditorium will serve as a versatile event space. It is envisioned as an open cultural hub where local residents and visitors from around the world can gather, connect, and engage.

Onitsuka Gallery Store

Address: 2900, Wataricho, Sakaiminato, Tottori, Japan

Business Hours: 11:00 AM - 5:00 PM

*Closed Saturdays, Sundays, and national holidays

Unveiling the Original Shoe MEXICO 66 NM L9 Designed by Renowned Artist Tomohisa Yamashita



The opening ceremony featured esteemed guests, including Shinji Hirai, Governor of Tottori Prefecture, and Kentaro Date, Mayor of Sakaiminato City. In their remarks, they highlighted the facility's potential contribution to the local community and expressed high expectations for future collaboration.

The event marked a significant new chapter for Onitsuka Tiger and Tottori Prefecture as they embark on this journey together, with numerous stakeholders in attendance to celebrate the brand's auspicious new beginning.

Onitsuka Tiger has officially unveiled an original model from the Onitsuka Innovative Factory, created under the design supervision of artist Tomohisa Yamashita. Centered on the theme of Japanese craftsmanship, the shoe features a striking color palette inspired by the sand dunes of Tottori Prefecture. The premium suede leather upper exudes sophistication, lending an elegant touch to every step.

Comment from Tomohisa Yamashita:

"I find profound meaning in sharing new forms of expression with the world through my own design from this special place—Tottori Prefecture, the birthplace of Onitsuka Tiger's founder. This design first embodies Onitsuka Tiger's deep respect for the Japanese craftsmanship they have inherited. It also reflects what Onitsuka Tiger means to me: simplicity, comfort, and being like a close friend who accompanies me in everyday life. I poured those feelings into every detail of this shoe."

This limited-edition model comes with an exclusive shopper and a special card, with only 1,000 pairs available worldwide. As the first collaboration model to be manufactured at this

facility, it is scheduled for release in March 2026 at the Onitsuka Gallery Store and the Onitsuka Tiger official online store. Details will be announced on the special website as they become available.



MEXICO 66 NM L9™ €310 *tax included

Product Code: 1183C705.250

Color: CAMEL BEIGE / CAMEL BEIGE

Special Page: <https://www.onitsukatiger.com/innovative-factory>

Ryoji Shoda, Head of Onitsuka Tiger Company, expressed his opinion on the opening of the Onitsuka Innovative Factory:

"This facility serves as Onitsuka Tiger's new epicenter, integrating global design and technology with a foundation in Japanese craftsmanship. As we share our creations from our founder's birthplace to the world, we are also committed to the succession of artisan skills and the nurturing of future talent, further evolving the values we have cultivated as a brand born in Japan."

In partnership with Tottori Prefecture, this facility serves as a multifaceted initiative to revitalize the local region through job creation, technical skill and talent development, tourism promotion, and collaboration with local businesses. As a global beacon for sharing the brand's cultural values, we are dedicated to achieving sustainable growth in harmony with the local community.

To celebrate the opening, we introduced Ristorante ONITSUKA TIGER, curated by Chef Yoji Tokuyoshi—a Tottori native and the first Japanese chef to be awarded a Michelin star in Milan. On that day, the esteemed guest, Minister of Economy, Trade and Industry, Ryosei Akazawa made a notable appearance. Through a "farm-to-table" menu that celebrates Tottori Prefecture's local ingredients and rich natural bounty, this initiative extends

Onitsuka Tiger's identity as a Japanese cultural brand beyond fashion and into the realm of lifestyle, transcending geographical boundaries. This concept is also set to debut at the Onitsuka Tiger Milan flagship store, scheduled to open in September 2026.

■ Onitsuka Tiger

In 1949, Kihachiro Onitsuka established Onitsuka Co., Ltd., the forerunner of ASICS. The brand began with a commitment to promoting youth health, and since then, the Onitsuka 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 the Onitsuka Tiger shoes is a registered trademark of ASICS Corporation. The wording "Onitsuka Tiger" and the logo of "Onitsuka Tiger" used herein are registered trademarks of ASICS Corporation.