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Onitsuka Tiger Introduces its 3rd Footwear Collaboration with MINI

Kobe, Japan – Onitsuka Tiger introduces new footwear collaboration with MINI, an automobile brand of BMW group. The limited-edition collection with 1,800 pairs, titled “MINI URBAN” is the 3rd partnership with MINI, which has been available from the end of April at Onitsuka Tiger retail stores, department stores, sporting goods stores and the dealers in MINI/BMW throughout Japan.

The suggested retail price is ¥16,800 with tax included. This collection has 22,000 pairs on sale both domestically and globally including Europe, America, Asia and Australia.

The design of “MINI URBAN” is originated from the design of “R55”, the 1st collaboration with MINI in December, 2007, which is based on a training shoes in 1966 named “Limber”. Its unique features include the logos of “MINI” on the heels, the outer sole and the upper adopting the rounded shape of MINI’s body and the headlight, and the shoe insole sharing the same design with MINI’s seat. The color variations are as follows:



Black × June Bug

Inspired by “MINI JOHN COOPER WORKS”, the shoes feature MINI logos on the heels and the fabric for the shoe tongue linked to the carbon fiber texture applied partially to JCW. The color “green”, which is also the key color of JCW, makes for the accent.

Black × Off-white

The design of the shoe lace is inspired by the MINI's symbolic checker flag.

White × Patent White

The shoes features red, black and white which is also the most basic colors of JCW.



The Relationships Between Onitsuka Tiger and MINI

Onitsuka Tiger has been forming a cooperative relationship with MINI for such similarities as unique design and mutual target, which led on to the good reputation through their joining global events.

Onitsuka tiger and MINI collaborated for the first time in December 2007, the second time in March,2008 and the third time in 2009, which resulted from MINI's 50th anniversary. The cooperation between Onitsuka Tiger and MINI will keep developing for the future.

About "Onitsuka Tiger"

"Onitsuka Tiger" is a sporting brand that ASICS founder, Kihachiro Onitsuka started in 1949 when he produced the first sport shoes. It continued to grow until 1977 when ASICS was born through the merger with 2 other sporting companies. "Onitsuka Tiger" re-started as a sport fashion brand in 2002 and has been expanding the brand globally since then.

Every style of shoes has a historic background of high tech athletic shoes at that

time and has its own story. Footwear, apparel, bags and accessories feature Japanese traditional pattern, material and dying techniques to convey the fusion of “Japanese” and “Sports”. With Japanese traditional culture attracting more attention worldwide, “Onitsuka Tiger” has been achieving popularity among the youth globally.

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