

March 11, 2009

Onitsuka Tiger Introduces the real Japanese made shoes

Kobe, Japan – Onitsuka Tiger releases “MEXICO 66 DELUXE” as “NIPPON MADE” items, which has been available from March 1st at Onitsuka Tiger retail stores, department stores and select retail stores throughout Japan.

The suggested retail price is ¥22,050 with tax included. About 1,000 pairs are on sale.

“MEXICO 66 DELUXE” is the new edition from “NIPPON MADE” series with “Authentic Japan” as its concept. Based on stylish and simple design of “MEXICO 66”, the best-selling model of Onitsuka Tiger worldwide, the shoes are made of Japan-made leather given the luxurious and retro touch at the manufacturing factory in Japan.

The leather for the upper part of the shoes is tanned with tannin and processed with “Washed-up method” to wash the tanned leather with hot water after production, squeeze it and fix the shape again, which makes possible to infuse wrinkly and vintage feel into it.

Color variations are glossy bright red, white yellow and green with spring feel.

*Tanning process with tannic acid :The method to tan leather with natural tannic acid extracted from plants makes the leather stronger, hard to be deformed and easier to be dyed.



About “NIPPON MADE”

The “NIPPON MADE” is a series of products particular about Japan-made that only “Onitsuka Tiger” as a full-fledged Japanese brand can achieve.

It represents delicacy and elaboration through the complete Japan-made process from formulas to materials.

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.

###