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Asics to sign with fashion designer, Toshikazu Iwaya

Kobe, Japan ASICS Corporation has signed with a fashion designer Toshikazu Iwaya as design director both in Asics and Onitsuka Tiger brands. Mr. Iwaya, participating in Paris Collection, is known as the designer of DRESS 33 and one of Japan's prominent designers who is recognized by his unique worldview and graceful attitude toward design, and is also popular among general young consumers.

Mr. Iwaya will be responsible for the general design direction of Onitsuka Tiger products while doing some actual design work. He will also participate in the design of Asics' top range athletic apparel, TOP IMPACT LINE. Together with Asics Design Center, he will be the center of Asics design work.

Mr. Iwaya's involvement in Asics design will accelerate the growth in apparel business which is the key to the success of the mid-term plan, ASICS Challenge Plan.

The contract with Mr. Iwaya started from April 1 and the product of his design will come out in 2010 Autumn/Winter collection.

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