

# ASICS JYUNI™ WHITE COLLECTION



A LIMITED CAPSULE COLLECTION

# COMBINING

MINIMALISTIC BEAUTY  
AND FUNCTIONAL DESIGN

INSPIRED BY  
**JAPAN**



ASICS

LAUNCHES

JYUNI™

# WHITE COLLECTION

PUSHING A LIFESTYLE  
AESTHETIC WITH  
FUNCTIONAL MATERIALS,

TAKING NOTES  
FROM THEIR  
JAPANESE HERITAGE.



The world is evolving beyond limits and setting a digital pace for the future. A new generation of urban individualism is breaking from the mold. They're challenging the traditional boundaries of time by taking their training sessions out of the gym and onto the streets – anywhere, anytime.

A NEW GENERATION OF

URBAN INDIVIDUALISM

JYUNI™ by ASICS® is a new premium collection that encourages you to break free from constraints. JYUNI(十二), meaning “twelve” in Japanese, represents the structure of time and the restraints that come with it. The JYUNI™ Collection is aiming to break conventional rules, endorsing a modern active lifestyle, and embracing ASICS' heritage through detail, craftsmanship, and elevated functionality.

IS BREAKING FROM THE MOLD.

SIMPLE

# MINIMALIST

MODERN





**Tokyo, being an international hub and metropolis, is highly unique in its approach to modern living, quickly evolving and creating new movements and ideas on a daily basis.**

**The design ethos of ASICS and the approach for the upcoming collection is strongly bonded to the traditional minimalist aesthetics and concepts of simplicity.**

**“IF WE MAKE APPAREL THAT PEOPLE WANT TO WEAR,  
AND IF WE CAN INSPIRE THEM TO WANT TO DO SPORTS,  
OR IN SO DOING, ENJOY SPORTS -  
THAT PURE ENJOYMENT IS THE MOST VALUABLE.”**

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**Ikuo Sumimoto,**  
Deputy Senior General Manager, Global Apparel and Equipment Division

**ASICS draws inspiration from the speed and ever-changing identity of the city to create the truly unique apparel collection.**

**Taking cues from their heritage, the new premium collection merges functionality and bold traditional style, while staying aware of how a new generation navigates their lives.**



The JYUNI™ collection is arriving right on the heels of the critically acclaimed MetaRun™ concept running shoe that re-imagines the whole genre with its innovative design and technology features, inspired by traditional Tokyo red in contrast with the modern grey concrete buildings of the city.

# TOKYO- INSPIRED

Bringing ASICS' unrivaled quality and highly functional details to lifestyle-focused silhouettes is the focus for the upcoming collection.

JYUNI™

The JYUNI™ white collection consists of three key pieces: the Woven Hooded Jacket, the Knit Short Pant, and the Short-Sleeve Top. All JYUNI™ products are made using high quality of material and level of function, making the combination a streetwear look with functional features.

## WHITE COLLECTION

Performance is deeply rooted in the brand's DNA – with the JYUNI™ collection, a transition into style and fashion is born.  
All styles are unisex and available in sizes S-XL.

## DETAILS

### WOVEN HOODED JACKET

Features translucent water-resistant nylon to block wind and rain, as well as lightweight mesh and signature glow-in-the-dark 3D hexagon graphic. Suggested retail price: \$270USD

### KNIT SHORT PANT

Features Japanese looped back French terry for a balanced warmth-to-weight ratio that provides stretch with a dry touch finish and signature glow-in-the-dark 3D hexagon graphic.  
Suggested retail price: \$125USD

### SHORT-SLEEVE TOP

Features stretchable lightweight fabric, with built-in durability, to prevent loss of original shape and signature glow-in-the-dark 3D hexagon graphic. Suggested retail price: \$105USD







**Staying true to its decades-old heritage in performance and the general idea of enhancing peoples' lives through sports, the brand will launch the JYUNI™ collection ahead of the upcoming Tokyo Marathon.**

# STYLE- CONSCIOUS

**Introducing a strong contrast to the winter skies of early 2017, the JYUNI™ White Collection will drop in January through carefully selected retailers and boutiques. Its highly limited numbers and unique style will make it a must-have for active, style-conscious, urbanites all over the globe.**





# JAPAN LAUNCH

## JAN 27, 2017





GLOBAL LAUNCH

FEB 10, 2017

BEIJING

**FOSS GALLERY**  
**LG1-26 PARKVIEW GREEN FANGCAODI, BEIJING**

BRUSSELS

**ASICS STORE**  
**AVENUE DE LA TOISON D'OR 12, 1050 IXELLES, BELGIUM**

LONDON

**DOVER STREET MARKET**  
**18-22 HAYMARKET, LONDON SW1Y 4DG, UK**

MILAN

**SLAM JAM**  
**VIA PASQUALE PAOLI,3, 20143 MILAN, ITALY**

**END.**  
**WWW.ENDCLOTHING.COM**

PARIS

**COLETTE**  
**213 RUE SAINT HONORÉ, 75001 PARIS, FRANCE**

SHANGHAI

**ASICS STORE HUAIHAI**  
**SHANGHAI HUANGPU DISTRICT HUAIHAI CHUO ROAD NO. 860**

ASICS.COM/JYUNI

#JYUNI



ADDITIONAL



SEOUL

**BOONTHESHOP**  
**21 APGUJEONG-RO 60GIL GANGNAM-GU,**  
**SEOUL, KOREA**



**FEB 22, 2017**

LAUNCHES



NEW YORK

**ASICS STORE SOHO**  
**518 BROADWAY, NEW YORK,**  
**NY 10012**



**FEB, 2017 TBA**



**Anima Sana In Corpore Sano, meaning “A Sound Mind in a Sound Body,” is an old Latin phrase from which ASICS is derived and the fundamental platform on which the brand still stands. The company was founded more than 60 years ago by Kihachiro Onitsuka and is now a leading designer and manufacturer of running shoes, as well as, other athletic footwear, apparel and accessories. For more information, visit [www.asics.com](http://www.asics.com).**



**The stripe design featured on the sides of ASICS® shoes is a trademark of ASICS Corporation and is a registered trademark in most countries of the world.**