

SPORTSTYLE

SPRING/ SUMMER 2019



OUR PHILOSOPHY

The Mizuno Sports Style collection aims to combine the time-honored heritage of the brand, and its dedication to constant improvement, with a modern sense of style that speaks of quality through a constant research of the best in both materials and technology.

We are proud of our history and dedicated to make the best possible product, with integrity and respect, and our tribe is composed of all those who aim to live life searching for items that could be perfect components for their life, having been made with quality and care.

We are passionate about life, and love to live with purpose, going beyond the endless cycle of disposable clothing, to find something that belongs to us as individuals and celebrates our differences.

We strive to evolve the ordinary, producing innovations that benefit the consumer every day. We look for bold personalities that can carry colour and shape, and refuse to fade in a background of muted hues. Originality and identity are more appealing to us than just hype.

The Mizuno Sports Style collection celebrates the brand's history and its never-ending research for excellence through performance and quality, while being an ode to free-minded people who love well-made products that are natural fits for their lives and styles.

OUR HERITAGE



1906

Mizuno Brothers Ltd founded by RICHACHI MIZUNO



1918

Mizuno starts retail activity for sport apparel in Japan.



1938

The Select Scientific Laboratory was established to bring a scientific edge to sports.



1983

Runbird athletics shoes go on sale.



1981

First appearance of the Runbird representing the orbits of three planets based on the Japanese concept of the universal approach to sports with unlimited space and energy.



1990

Ivan Lendl signs with Mizuno. In the same year Ivan wins the Australian Open.



1991

Carl Lewis won gold and set a new World Record of 9.86 seconds at the World Athletics Championships in Tokyo with a new introduced Mizuno track spike.



1992

Wearing Mizuno, Sally Gunnell wins gold at the Barcelona Olympics and sets a new World Record at the World Athletics Championships in Stuttgart.



1994

Three-Time Formula One world champion Ayrton Senna was introduced to Mizuno.



1997

Wave Rider: Mizuno launches the innovative and unique Wave technology.



2006

Mizuno celebrates its 100 years and use this timing to integrate all brand marks for all categories into one visual identity: the Runbird.



1999

Rivaldo is honoured as Fifa World Player of The Year and Ballon d'Or. Mizuno engineered a boot specifically for the 2002 World Cup based on his biomechanical data.



2011

Mizuno is the major partner of Osaka Marathon, the most famous flat marathon in the world.



2017

The 20th Wave Rider will be launched.

CONTENT

90s ATHLETIC	8-9
SEASHORE	10-11
TECH FUTURE	12-13
90s COURT	14-15
VINTAGE CLASSIC	16-17
COLLECTION	18-21

**Excellence through
performance and quality,
for free minded people.**

WWW.MIZUNO.EU/RB-LINE

90s ATHLETIC



The late 90's saw Mizuno literally dominate in sports, working with the greatest athletes of the time, and reaching technological peaks in advancement and performance. This collection is a love letter to those years, combining the muchloved shape of the Wave Rider with some of the best, and most iconic, patterns and prints present in the apparel collections of the time.

SEASHORE

The echo of faraway beaches inspired this line rendered in natural colours, and produced in the best materials. An upper in militarygrade canvas is enriched with pigskin suede inserts and 3M piping. On the unmistakable sole, the outline of a wave can be seen in a contrasting colour. The sole is in oceanblue, seethrough rubber, to recreate the beachy, natural mood of this collection.



WAVE RIDER

TECH FUTURE



A distinctive silhouette which made running history is combined with the technologically advanced materials that compose performance trainers today, to create a sharp, solid shoe with bold accents. The upper is in anodised material, while ripstop nylon - lifted from the current trail collection - has been used for the inserts. The modern vibe is rendered even edgier by the colour selection, either in monochromatic gunmetal grey or in military green.

90s COURT

The magic of the court never fades, and the clean lines of this style have shown to have staying power. Mizuno City Wind comes straight from the 1990 tennis catalogue, and has been worn by some of the greatest of the field. Grand Slams aside, though, this streamlined silhouette hasn't aged, and is as strong now as it was then.

The City wind is produced entirely in leather, and has been faithfully reproduced to fit materials, construction and colour ways. The distinctive silver tab on the heel is a Mizuno classic, and was present on all performance style of those years. The "Run Bird" logo on the side is rendered with a glossy finish.



The most classic of all Mizuno offerings for the SS19 collection, this understated style has a vintage feel thanks to its 1987 line and its striking colour combinations. Strong pops of colour emerge from the white leather background for a handsome, unfussy finish. All the colour ways perfectly represents the Mizuno mood of that time.



VINTAGE CLASSIC

WAVE RIDER 1

WAVE RIDER 1

MATERIAL: LEATHER / MESH



WHITE / REFLEX BLUE / NASTURTIUM

D1GA1925 22



WHITE / BLACK / HIGH RISK RED

D1GA1925 09



WHITE / FIERY CORAL / MAZARINE BLUE

D1GA1925 60



MONUMENT / NIMBUS CLOUD / DARK SHADOW

D1GA1927 05



PEACOAT / NIMBUS CLOUD / PEACOAT

D1GA1927 13



ATMOSPHERE / ATMOSPHERE / FALCON

D1GA1927 50

WAVE RIDER 1 PREMIUM

MATERIAL: CANVAS / PIG SKIN NUBUK



WOOD ASH / WOOD ASH / WOOD ASH

D1GA1926 53



BLACK / BLACK / WOOD ASH

D1GA1926 09



WHITE / WHITE / BRILLIANT BLUE

D1GA1926 01

WAVE RIDER 1 TECH

MATERIAL: NYLON / SYNTHETIC



DARK SHADOW / MET. SHADOW / DARK SHADOW

D1GA1928 05



FOREST NIGHT / BRONZE 10359C / FOREST NIGHT

D1GA1928 37

GV87

GV 87 SP

MATERIAL: LEATHER



WHITE / BLACK / HIGH RISK RED / GREEN SLIME

D1GA1907 25



WHITE / AQUA SPLASH / DRESS BLUES

D1GA1907 62



WHITE / PEACOAT / TRUE RED

D1GA1907 37



WHITE / PEACH PINK / PRIMROSE YELLOW

D1GA1907 54

GV 87

MATERIAL: SUEDE / MESH



SILVER BIRCH / BLUE DEPTHS / DARK SHADOW

D1GA1908 03



NIMBUS CLOUD / BIKING RED / PEACOAT

D1GA1908 62



SPA BLUE / MAZARINE BLUE / SKY GRAY

D1GA1908 25



BLUE SAPPHIRE / BLACK / ANGEL BLUE

D1GA1908 27



WHITE / WINTER WHEAT / WHITE

D1GA1908 51

ML 87

ML 87

MATERIAL: SUEDE / MESH



WHITE / BLACK / BLEACHED SAND

D1GA1901 49



AQUA SPLASH / NIMBUS CLOUD / AQUA SPLASH

D1GA1901 25



TRUE RED / HIGH-RISE / TRUE RED

D1GA1901 62



PEACOAT / NIMBUS CLOUD / PEACOAT

D1GA1901 13

CITY WIND

MATERIAL: LEATHER



WHITE / CHINESE RED / DRESS BLUES

D1GA1917 62



WHITE / SILVER / PEACOAT

D1GA1917 05



WHITE / WHITE / SILVER

D1GA1917 01



BLACK / BLACK / BLACK

D1GA1917 09

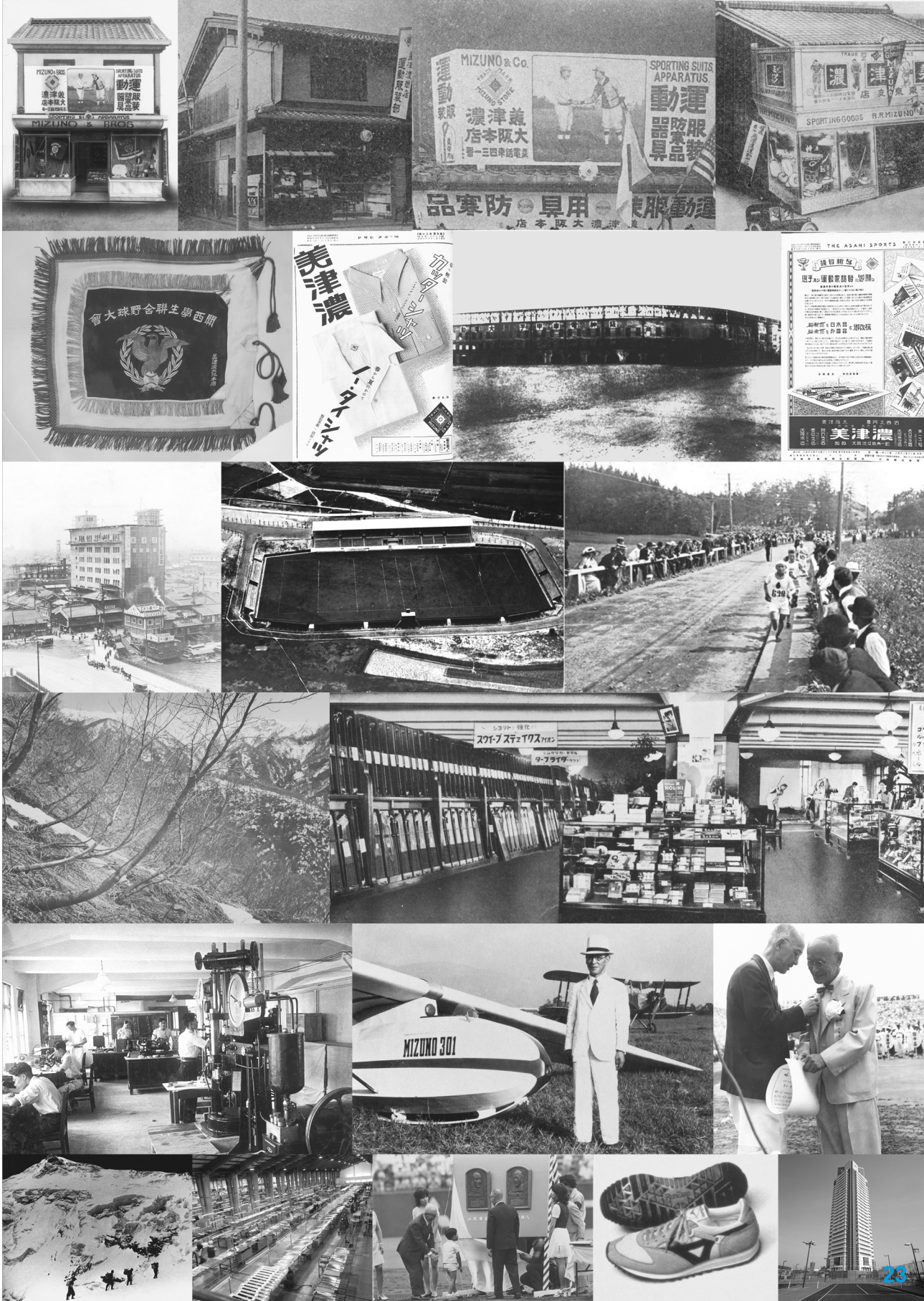
CITY WIND

SIZE CHART

FOOTWEAR SIZE CHART

UK	C10	C10.5	C11	C11.5	C12	C12.5	C13	13.5	1	1.5	2	2.5	3	3.5	4	4.5	5	5.5
Europe	27	28	28.5	29	30	30.5	31	32	32.5	33	34	34.5	35	36	36.5	37	38	38.5
Japan	16.0	16.5	17.0	17.5	18.0	18.5	19.0	19.5	20.0	20.5	21.0	21.5	22.0	22.5	23.0	23.5	24.0	24.5

UK	6	6.5	7	7.5	8	8.5	9	9.5	10	10.5	11	11.5	12	12.5	13	13.5	14	14.5	15
Europe	39	40	40.5	41	42	42.5	43	44	44.5	45	46	46.5	47		48.5		50		51
Japan	25.0	25.5	26.0	26.5	27.0	27.5	28.0	28.5	29.0	29.5	30.0	30.5	31.0	31.5	32.0	32.5	33.0	33.5	34.0





HEAD OFFICE

MIZUNO EMEA

BAHNHOFSTRASSE 16,
85609 ASCHHEIM
GERMANY

sportsstyle@mizuno.eu