



CATALOGUE SS24
Global

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OUR **STORY**

For a world that prides itself on individual expression,
There are moments of intolerance; original is “weird”.
So it adapts to conform and the spark is lost.

But some unique souls don't get fenced in. Fueled by
self belief and humble confidence, we persevere and persist.

Why?

Because we trust in ourselves.

We trust in our confidence to create.

We trust in our values and our heritage.

**We trust in the power of a community that sets
its own expectations and follows its own path.**

Experiences tells us we've done it once, and we will
do it again – however many times, inspired by the
traditions of our ancestors. Curious minds know that there's
no such thing as 'boredom' in cultural creativity. And that there's
no cultural creativity, without a community to build it.

Tradition & innovation. That's what it comes down to for the
community of Mizuno Sportstyle.

COMBINING TRADITION & **INNOVATION**

OUR **HISTORY**

Since 1906, we have been designing and crafting sportswear for sports enthusiasts in Japan and beyond. A country with a history as complex as it is beautiful, Japan and its unique essence is the motivator and influence for Mizuno Sportstyle.

But rather than getting lost in a web of nostalgia, we leverage our learnings and carry forward. For over 100 years, the dynamic progression of combining tradition and innovation has paved our path that we still walk today.



OUR **UNIQUE** ESSENCE

動機

What makes us move

We believe in the importance of empowering curious minds for confident self-expression and innovation.

未来

The future we're crafting

We envision a world in which tradition and innovation go hand-in-hand to create value and reach for the beyond.

生活

How we bring it to life

We will create space for collaboration and inspiration by creating products that embrace tradition, while challenging 'norms'.

THE VALUES WE **RUN ON**

伝統

Tradition

Our brand is rooted in traditional Japanese aesthetics, values and culture. We find inspiration in simplicity and imperfections – wabi-sabi – believe that family ties should always be strong – kazoku – and know that together, we can work towards continuous improvement on anything we put our minds to kaizen.

革新

Innovation

We embrace culture-based creativity and champion people's ability to think with imagination and challenge conventions. We respectfully honour the status quo, but by going against the grain, we open up new territories for originality.

仲間

Community

The balance and respect for all things in and around us is rooted in our social structure and everything we do. We seek constant collaboration with those who share our values and vision. Together, we evolve.

COLLECTION SS24 **DOWN TO EARTH**

We take you into the **rolling hills** and **open fields**.

We're inspired by nature and all its glory. With the SS24 collection, we take you into the rolling hills and open fields. The country air is relaxed, the soil fertile and the colours bright. We want to stimulate various depictions of the countryside. From lavender fields, to fruit picking, to golden sunsets and scented gardens.

The landscape is synonymous with both hard work and relaxation. We bring in these two opposites

(and everything in between) through our collection by combining botanic and workwear features, with a focus on quality, sturdiness and details.

You can expect a colour palette of rich botanic shades and agrums tones. Sky and river blues, floral yellow and pink, natural greeneries and rustic balance.

SPORTSTYLE

SS24



COLLECTION HIGHLIGHTS

ONE OF THE MAIN MARKETING
CAMPAIGNS OF THE SEASON:

NEW STYLES

Mizuno RB87

This newcomer is a balance between our elite running tradition and our vision of an innovative creative approach. A silhouette inspired by an 80s model of running shoe, but enhanced with a modern split sole with better volume. Subtle details and high quality materials are key features of this normcore trend sneaker.

Signalzone

This silhouette has evolved from the City Wind Suede to emerge fresh, clean and easy for everyday life. Coming from the 90s basketball catalogue, the Signalzone is a Mizuno archive rich in details that stay relevant through passing trends. The shoe combines premium suede panels and rich OG and modern details, as well as sole tooling a two colour paint effect.

TECH-ADVANCED LINE

Wave Prophecy β2
Wave Prophecy LS
Wave Mujin TL GTX
Wave Rider 10

Represent most innovative silhouettes, illustrating the decades of research and development of Mizuno footwear division. All three packs have variations, reflecting different eras and fields of Mizuno's technical experience. The trend shows that people want style and function and a greater connection with the outdoors.

CASUAL PREMIUM LINE

Wave Rider β
Sky Medal β
Wave Rider 10 Premium
Contender Premium

This section showcases a wide diversity of materials, finishes and details, representing our tradition and qualitative craftsmanship. These are the most premium executions for these styles. We combine premium suede and textured leathers, hairy suede and woven canvas. Mostly tonal colours with light contrast.

CASUAL SNEAKER LINE

Sky Medal S
Contender S
RB87

All collections are built and developed with the highest standards regarding quality. Our shoes are made to last, finished with high quality stitching and prioritise good fit and comfort. These styles are the 'classic' sneakers. The focus here will be on the styling, to show how easy these sneakers are to wear and combine.

RETRO COURT LINE

City Wind Premium
City Wind S
Signalzone

Court heritage is coming back in the lifestyle world and we'll be showing this in our styling and content. We bring it to life in three strong offers.

WAVE **PROPHECY B2**

WAVE **PROPHECY B2**

Mesh/Suede

FEBRUARY



D1GA235006

White Sand/White/Shifting Sand



D1GA235008

Tiger's Eye/Major Brown/
White Sand



D1GA235009

Dark Shadow/White/Snow White



T1

ウェーブプロフェシーベータ2

WAVE **PROPHECY LS**

WAVE **PROPHECY LS**

Mesh/Synthetic Leather

MARCH



D1GA333702

White/Silver/Harbor Mist

WAVE MUJIN TL GTX

WAVE **MUJIN TL GTX**

Ripstop Mesh/Synthetic Leather

JANUARY



D1GA237303

Summer Sand/Gray Violet/
Dark Shadow



D1GA237304

Summer Sand/White/
Mother of Pearl



D1GA237305

Summer Sand/Gray Violet/
Sterling Blue

TL

ウェーブムジン TL GTX

WAVE RIDER 10

WAVE **RIDER 10**

Mesh/Synthetic Leather

MARCH



D1GA243101

Arctic Ice/Arctic Ice/Snow White



D1GA243102

Shifting Sand/Shifting Sand/
Snow White



11

ウェーブライダー10

WAVE **RIDER β**

WAVE **RIDER β**

Mesh/Suede

MARCH



D1GA330908

Sterling Blue/Quicksilver/
Nimbus Cloud



D1GA330909

White Sand/Ultimate Gray



D1GA330910

Peach Bloom/Major Brown/
Mother of Pearl

Mesh/Suede

FEBRUARY



D1GA330911

Cedar/Major Brown/
Cloud Cream



D1GA330912

Vintage Khaki/Major Brown/
Mother of Pearl



WAVE RIDER 10 **PREMIUM**



WAVERIDER 10 **PREMIUM**

Mesh/Suede

APRIL



D1GA222613

Arctic Ice/Pristine/
Nimbus Cloud

FEBRUARY



D1GA242601

Silver Cloud/White Sand/
White Sand



D1GA222614

Summer Sand/Pristine/Pristine



D1GA242602

Olive Drab/Cedar/Cedar

T1

ウェーブライダー10プレミアム

SKY **MEDAL β**

Mesh/Nubuck

JANUARY



D1GA243001

Mojave Desert/Major Brown/
Summer Sand



D1GA243002

Silver Cloud/Urban Chic/
White Sand



D1GA243003

White Sand/Quicksilver/
Snow White

SKY **MEDAL β**

T1

スカイメダルー β

11

コンテンダープレミアム

CONTENDER **PREMIUM**

CONTENDER **PREMIUM**

Canvas Mesh/Suede

JANUARY

FEBRUARY



D1GA238205

Olive Drab/Cloud Cream/
Cedar



D1GA238208

Dark Shadow/Cloud Cream/
Ultimate Grey



D1GA238206

Spruce Yellow/Cloud Cream/
Tiger's Eye



D1GA238209

Chicory Coffee/Pristine/
Cappuccino



D1GA238207

Coconut Shell/Pristine/
Peach Bloom

SKY **MEDAL S**

SKY **MEDAL S**

Mesh/Suede

APRIL

MAY



D1GA232606

Gardenia/White Sand/
Snow White



D1GA232608

Lavender Frost/Snow White/
Lunar Rock



D1GA232607

Ultimate Gray/Deep Wisteria/
Snow White



D1GA232609

Tiger's Eye/Dark Shadow/
White Sand

T2

スカイメダルプレミアム

CONTENDER **S**

CONTENDER **S**

Mesh/Suede

MARCH



D1GA236907

Mojave Desert/Tiger's Eye/
Snow White

APRIL



D1GA236905

Deep Wisteria/Sky Blue/
Snow White

MAY



D1GA236910

French Vanilla/French Vanilla/
Snow White



D1GA236908

Cedar/Olive Drab/Snow White



D1GA236906

Ocean Wave/Sky Blue/
Snow White



D1GA236911

Crystal Pink/Crystal Pink/
Snow White



D1GA236909

Tiger's Eye/Chicory Coffee/
Snow White



コンテナダ

T2

シテイウインドプレミアム

CITY WIND **PREMIUM**

Leather/Suede

FEBRUARY



D1GA238504

White/White/Snow White



D1GA238505

White/White/Dark Shadow

CITY WIND **PREMIUM**



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さ
か
こ

CITY WIND S

CITY WIND S

Suede/Mesh

JANUARY



D1GA214110

Snow White/Dark Shadow

T2

シティウィンドS

MIZUNO **RB87**



MIZUNO **RB87**

Mesh/Suede

JANUARY



D1GA235211

Pristine/Bistro Green/
Mecca Orange

MARCH



D1GA235206

Coconut Shell /Mother of Pearl/
Peach Bloom



D1GA235212

Summer Sand/Moonlit Ocean/
Ultramarine



D1GA235207

Tradewinds/Pristine/Gray Violet



D1GA235208

Majolica Blue/Pristine/Bluesteel

SIGNALZONE

Suede/Mesh

APRIL



D1GA235304

Summer Sand/Pristine



D1GA235305

Magnet/Pristine



D1GA235306

Agave Green/Pristine

T2

シグナルゾーン

SIGNALZONE

KIZUNA **PACKS**

As with previous seasons, our **SS24 collection** includes
strong product packs each with **a deep
background story** to tell.

COUNTRYSIDE

KIZUNA PACK

Contender **'Rice' Tambo** / Contender **'Fruit Pick' Kajuen** /
Contender **'Beekeeping' Yoho**

The last years have seen the workwear trend perk up and give an additional layer of respect to labour in our modern society. The threat of food supply chains becoming more scarce and problematic will also shift focus on farming and its importance within the mainstream. Further, as city life continues to be more expensive and hectic, the humbleness of the country gives a sense of calm and reconnection to simpler things in life.

Ideas that have influenced this Promotion Pack are sustainability and growing a better future, respect for farmers and nature - realising we have no food without farmers - a deeper love of animals and vegan lifestyles, as well as the aesthetic of the countryside.



CONTENDER **'COUNTRYSIDE'**

Canvas Mesh/Suede

FEBRUARY



D1GA243201

Peach Bloom/Greenlake/Pristine



D1GA242001

Olive Drab/Pristine/Cedar



D1GA243301

Spruce Yellow/Major Brown/
Pristine

COUNTRYSIDE **PACK**



WAGASHI

KIZUNA PACK

Contender / City Wind Mid / Wave Rider

Japanese culture is full of traditional rituals. The Wagashi represents an important moment during the tea ceremony. It's the art of crafting small and beautiful sweets, the look being as important as the taste. Most often plant-based, the wagashi offer a wide variety of shapes and consistencies and brighten up any plate. Attention to detail, creativity and expertise are key elements of this ritual.

Wagashi combines food art with genuine heritage, satisfaction with pleasure for the senses, guilty pleasure with self expression. The Promotion Pack 2 encompasses these influences in the colourful and thoughtful designs.



WAGASHI PACK



CITY WIND MID

Leather/Suede

APRIL



D1GA241601

Arctic Ice/India Ink/
Lavender Frost

CONTENDER

Mesh/Suede

APRIL



D1GA242301

Lavender Frost/India Ink/
Snow White

WAVE RIDER B

Mesh/Suede

APRIL



D1GA242401

Smoke Green/India Ink/Pristine



KOSEI

KIZUNA PACK

Wave **Rider B** / Wave **Rider 10** / Wave **Rider B2**

Kosei means personality in Japanese. We champion individuality and this concept connects to our deep rooted mission of encouraging authenticity in people. We believe that through creativity, individuality and diversity can be expressed fully. That is the essence of the Kosei campaign.

Within the collection, we play with newness and fresh elements in the form of new material comb and design approaches. The combination of fluffy and shiny, textures and colour breaks usual codes and moves us forward as a design pioneer in the sneaker game.

KOSEI PACK



WAVE **RIDER 10**

Mesh/Suede

FEBRUARY



D1GA242801

White Sand/Shifting Sand/
Snow White

WAVE **RIDER B**

Mesh/Suede

FEBRUARY



D1GA242701

White Sand/Silver/Sky Blue

WAVE **PROPHECY B2**

Mesh/Suede

FEBRUARY



D1GA242901

White Sand/Silver/Sky Blue

CARRY-OVER

A **selection of core styles** that have **performed well** in previous seasons and are **key drivers** for the markets.



11

ウェーブプロフェシーLS

WAVE **PROPHECY LS**

Mesh/Suede

FEBRUARY



D1GA226201

Wind Chime/Fallen Rock/
Silver Cloud

Mesh/Synthetic Leather

MARCH



D1GA333701

Black/Black/Black



CARRY-**OVER**

WAVE **RIDER B**

Mesh/Suede

JANUARY



D1GA330903

Nimbus Cloud/Quiet Shade/
Harbor mist

WAVE **RIDER 10**

Mesh/Synthetic Leather

JANUARY



D1GA210405

White/Silver/Black

WAVE **MUJIN TL GTX**

Ripstop Mesh/Synthetic Leather

JANUARY



D1GA237301

Black/Black/Black

T1

CARRY-OVER



LAUNCH CALENDAR

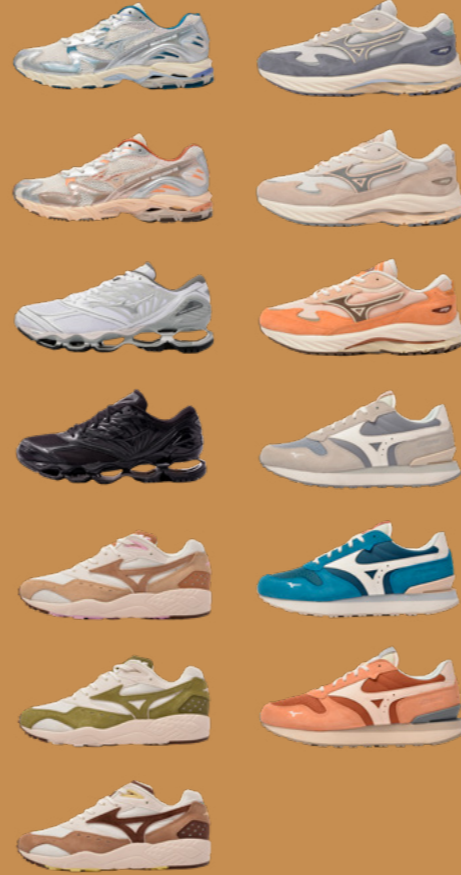
JANUARY



FEBRUARY



MARCH



APRIL



MAY





SIZE **CHART**

UK	3	3.5	4	4.5	5	5.5	6	6.5	7	7.5	8	8.5	9
EUROPE	35	36	36.5	37	38	38.5	39	40	40.5	41	42	42.5	43
JAPAN	22.0	22.5	23.0	23.5	24.0	24.5	25.0	25.5	26.0	26.5	27.0	27.5	28.0

UK	9.5	10	10.5	11	11.5	12	12.5	13.0	13.5	14	14.5	15
EUROPE	44	44.5	45	46	46.5	47	48	48.5		50		51
JAPAN	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**

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