



CATALOGUE SS25
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.



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 SS25

DUALITY

Where **opposite** meets, **sparkle** of **creativity** always ignites.

Duality is at the roots of all creative process. It is the sparkle that ignites all new directions. At the roots of all creative process is a confrontation between contradictions and opposites. Duality is about the confrontation of extremes, the balance of opposites. *Day and Night, Strong and Weak, Attractive and Repulsive.*

The concept of Duality is a strong philosophical pillar. We find it in almost all spiritual movement, where the confrontation of opposites are the foundation of the world. The polarisation between the extremes give us the reading

grids to understand the world. Yin and Yang, God and Devil, Sun and Moon, the Church and the Techno club.

Emotional spectrums allow us to experience the world in a wide palette of nuances. Translated into cultures, extreme lifestyles co-exist following the contradictions of the human mind. A night at the techno rave and the next day at the Yoga studio. Exploiting the contradictions of the human minds, our lifestyle are combinations of opposites, where every individual, brand or culture must find its own balance and recipe.



COLLECTION HIGHLIGHTS

NEW STYLE

Wave Mujin LS GTX

The Mujin line is from trail running and outdoor, yet we see the gorpcore movement slowly fading away. What is left is a legacy of functional fashion for active lifestyles as a commitment to embrace life at its fullest. It is the sneaker for the ones who has a quite hectic lifestyle between work, sport, maybe a music festival and so on. The focus is on the functionality with the Vibram sole and Gore-Tex membrane. You can see in terms of details, the attention to the lacing, the tongue and also the beautiful execution on the jacquard.

TECHNICAL LINE

Wave Mujin LS GTX
Wave Prophecy LS
Wave Rider 10
MXR Sport
MXR Tech
Wave Rider B GTX
Contender Cordura

From retro-tech, to modern technicity and gorpcore, the items of the technical line is growing fast. Representing the most innovative silhouettes, illustrating the decades of research and development of Mizuno footwear division. All five silhouettes have variations, reflecting different eras and fields of Mizuno's technical experience. The tooling and the material execution of this

line including tpu film, synthetic leather, ripstop and reflective details highlight the technicity and boldness of the styles. The line delivers the technicity in style by using neutral tones and tonal blockings.

PREMIUM LINE

Wave Rider B Premium
Wave Rider B
Wave Mujin TL
Wave Rider 10 Premium
MXR Casual

Represents a strong part of our current DNA, focusing on quality and richness. This line showcases a wide diversity of materials, finishes and details, representing our tradition and qualitative craftsmanship. The premium executions combine premium suede and leathers with the details of embroideries and tapes, while using the neutral tones and rich casual color combinations.

ARCHIVE LINE

Sky Medal S
Contender S
Mizuno RB87

Composed of 90s and 80s designs, dressed in premium suedes, offered in a variety of rich colors. All these styles are authentically part of Mizuno Sportstyle and they are for the consumers looking for elegance, quality and genuine sport heritage.



WAVE **PROPHECY LS** Y2K PACK

Textile/Synthetic Leather

JANUARY



D1GA251101

Pristine/Black/Silver



D1GA251102

Agave Green/Black/Iron



D1GA251103

Black Sand/Black/
Metallic Gray

CARRY-OVER

Textile/Synthetic Leather

MARCH



D1GA333701

Black



D1GA333703

Silver Cloud/Black/Opal Gray

ウェーブ・ムジン LS GTX

T1

WAVE **MUJIN LS GTX**

Textile/TPU Film

FEBRUARY

D1GA250102

Black/Quiet Shade/
Black Sand

D1GA250103

Pine Grove/Ultimate Gray/
Bistro Green

MXR **TECH**

Textile/Synthetic Leather

JANUARY



D1GA246806

Agave Green/Black/
Metallic Gray



D1GA246807

Ultimate Gray/Quiet
Shade/Graphite

CARRY-OVER

Textile/Synthetic Leather

JANUARY



D1GA246801

Black/Metallic Gray





WAVE **RIDER 10**

Textile/Synthetic Leather

Y2K PACK

JANUARY



D1GA243108

Black Sand/Black Sand/
Metallic Gray



D1GA243109

Agave Green/Black Sand/
Metallic Gray

MARCH



D1GA243107

Snow White/Slate/
Bistro Green



D1GA243111

Snow White/Black Sand/
Rythmic Red

CARRY-OVER

Textile/Synthetic Leather

APRIL



D1GA210405

White/Silver/Black



D1GA210406

White/ Silver/ Surf the Web

T1

ウェーブライダー10

MXR **SPORT**

Textile/Synthetic Leather

JANUARY



D1GA245106

Harbor Mist/Iron Gate



D1GA245108

Quiet Shade/Evening
Primrose/Cedar

Textile/Synthetic Leather

MARCH



D1GA245111

Snow White/Bistro
Green/Silver



D1GA245109

White/Iron Gate/
Peach Purée



D1GA245110

Snow White/Slate/
Harbor Mist

CARRY-OVER

Textile/Synthetic Leather

MARCH



D1GA245101

Snow White/Magnet/Silver





WAVE **RIDER B GTX**

Suede/Textile

JANUARY



D1GA245204

Quiet Shade/Vulcan/Silver

CARRY-OVER

Suede/Textile

JANUARY



D1GA245202

Wind Chime/Opal Gray/
Quiet Shade

T1

ウェーブライダー B GTX





CONTENDER **CORDURA**

Textile/Suede

FEBRUARY



D1GA251001

Agave Green/Vintage Khaki/
Vibrant Orange



D1GA251002

Black/Black Sand

WAVE **RIDER B**

Suede/Textile

FEBRUARY



D1GA330921

Arabian Spice/Molé/Latté

MARCH



D1GA330919

Shadow/Pine Grove/
Summer Sand



D1GA330922

Narcissus/Graphite/
Mojave Desert



D1GA330920

Tradewinds/India Ink/
Harbor Mist

T1

ウェーブライダー B





WAVE **RIDER β PREMIUM**

Suede/Textile

MARCH



D1GA250902

Summer Sand/Vintage
Khaki/Cedar



D1GA250903

Vintage Khaki/Chicory
Coffee/Lantana

WAVE **MUJIN TL**

Textile/Suede

APRIL



D1GA251301

Snow White/White/
Paisley Purple



D1GA251302

Wind Chime/Snow White/
Vintage Khaki





WAVE RIDER **10 PREMIUM**

Textile/Suede

APRIL



D1GA247104

Nimbus Cloud/Pristine/
Purple Haze



D1GA247106

Opal Gray/Pristine/
Bistro Green

MXR **CASUAL**

Textile/Synthetic Leather

FEBRUARY



D1GA246705

Pristine/Wind Chime/
Bistro Green



D1GA246706

Ultimate Gray/Snow
White/Silver Cloud



D1GA246709

Silver Birch/Snow White/
Surf the Web

T1&T2

MXRカジュアル

SKY **MEDAL S**

Suede/Textile

FEBRUARY



D1GA232613

Snow White/Harbor Mist/
Sterling Blue



D1GA232614

Vintage Khaki/White Sand/Thistle

MIZUNO **RB87**

Textile/Suede
JANUARY



D1GA235219

Tradewinds/White/
Surf the Web



D1GA235220

Summer Sand/Bistro Green/
Mojave Desert



D1GA235222

Silver Birch/Rum Raisin/
Mojave Desert

CARRY-OVER

Textile/Suede
JANUARY



D1GA235215

Magnet/Summer Sand/Black



T2

ミズノRB87



CONTENDER **S**

Textile/Suede

FEBRUARY

MARCH



D1GA236924

Snow White/Graphite/
Wind Chime



D1GA236926

Pristine/Agave Green/
Pine Grove



D1GA236925

Snow White/Bistro Green/
Summer Sand



D1GA236927

Pristine/Tradewinds/
India Ink

KIZUNA **PACKS**

As with previous seasons, our **SS25 collection** includes
strong product packs each with **a deep**
background story to tell.

MILLENNIUM

KIZUNA PACK

Wave Rider 10 / Wave Prophecy LS / MXR

The Millenium pack is a tribute to the Y2K trend.

It was an era of innovation and the mindset of breaking boundaries and redefining identities through technologies and digital fusion. It is also a tribute to the nightlife, with strong inspiration of London and Berlin clubhouses, as echoes of a lost age where dark lights and silver flows together.

With this pack we want to highlight our connection with the trends and the spirit of innovation, targeting the fashion-conscious audience. In terms of colour and materials, shiny black and silver metallic play with pearalized reflection, diamond mesh and reflective finishes. To make it more special we also used dreamy purples and violet indigo as colour accents.



MILLENNIUM PACK

WAVE **RIDER 10**

Textile/Synthetic Leather

FEBRUARY



D1GA250601

Black/Black Sand/
Purple Haze

WAVE **PROPHECY LS**

Textile/Synthetic Leather

FEBRUARY



D1GA250701

Black/Silver/Purple Haze

MXR

Textile/ Synthetic Leather

FEBRUARY



D1GA251501

Black/Black Sand/Purple Haze

OSAKA CITY

KIZUNA PACK

MXR

This pack is a tribute to our Japanese heritage. Following the concept of duality, we created two moodboard. The first one is nightlife in Osaka, which is a never sleeping city having always light and always movement. Night owl lifestyles merging a forest of brightness in an ocean of darkness. The inspiration behind is specifically Osaka Dotonbori, the bright and extravagant heart of Osaka night. As opposed to the night, the second mood is using more peaceful colours based on the Osaka day life and metro lines. It is a reminder that Osaka city is the economic heart of Japan, a peaceful active city. From dawn to dusk, the hectic paths crossing in the underground alleys.

This pack is targeting the sneaker fans and casual fashion audience who are already quite fond of the stories about our Japanese identity. Two shoes, the MXR Osaka Night and the MXR Osaka Day, follows the same concept: A plain base with strong colour accent, specific kind of laces with color details and width, custom heel details and printed lining.



OSAKA CITY PACK



MXR

Textile/Synthetic Leather

APRIL



D1GA250801

Pristine/High Risk Red/
Blue Pace



D1GA251601

Black/Black/Cadmium Orange

LAUNCH CALENDAR

JANUARY



FEBRUARY



MARCH



APRIL





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
EUROPE	44	44.5	45	46	46.5	47	48	48.5
JAPAN	28.5	29.0	29.5	30.0	30.5	31.0	31.5	32.0

SIZE **CHART**

HEAD **OFFICE**

MIZUNO EMEA
RIVIUM QUADRANT 205
2909 LC CAPELLE AAN DEN IJSSEL
THE NETHERLANDS
emea.mizuno.com/sportstyle

