

# SPORTSTYLE

## スポーツスタイル

AW2021



**Mizuno**®

# PHILOSOPHY

The Mizuno Sportstyle collection aims to combine the brand's Japanese heritage, and its dedication to constant improvement, with a modern sense of style that speaks of quality through incessant research of the best in both materials and technology.

We are proud of our history and feel connected to our Japanese identity, which drives our dedication to make the best possible product with integrity and respect.

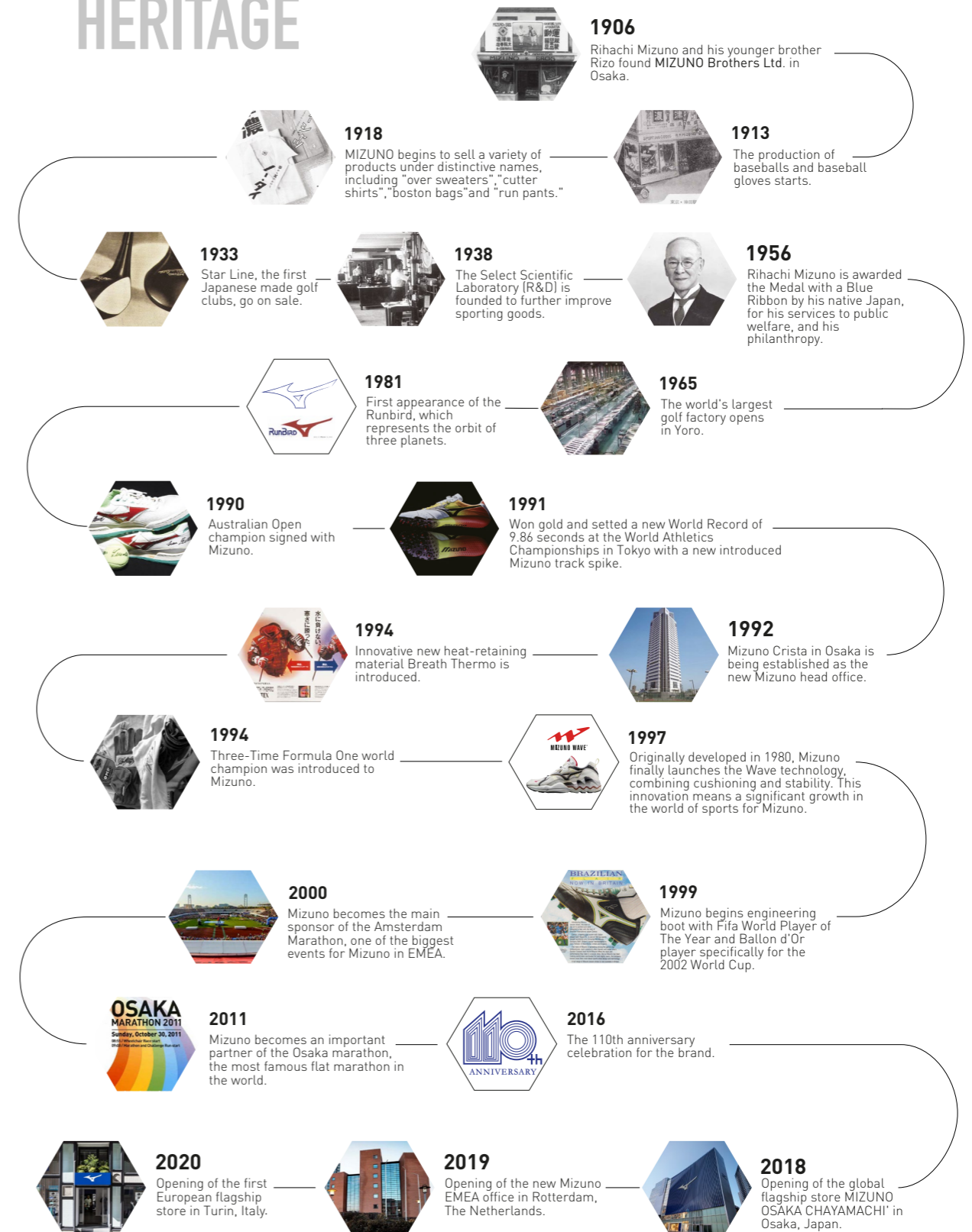
We are passionate about life, and love to live with purpose, going beyond the endless cycle of disposable clothing, to find something that belongs to us as individuals and celebrates our differences.

We are born Japanese, and as such we strive to evolve the ordinary, producing innovations that benefit the consumer every day.

Originality and identity are more appealing to us than just hype.

The Mizuno Sportstyle 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.

# HERITAGE



# BORN JAPANESE

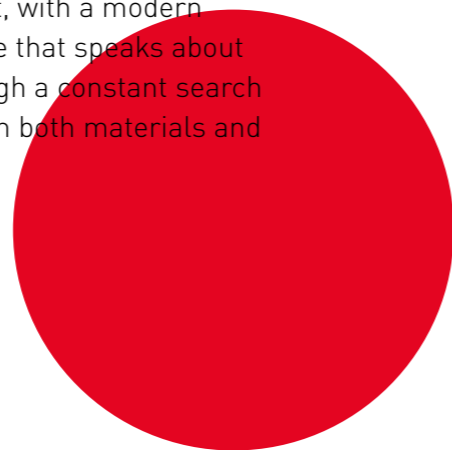
**The uniqueness of Mizuno** on the market comes from its similarly distinctive inception. A century-old enterprise that managed to continuously adapt to changing times while staying true to its origins. These are the parallels not only between old and new, but between Mizuno and Japan, a land that has simultaneously remained connected to the past and rushed headlong into the future.

This is why Mizuno Sportstyle affords us an exploration of the astonishing ways in which Japan's cutting-edge technology and design are rooted in the traditions of the past.

The Japanese soul of this collection is, in fact, reflected in the way the historical heritage of the brand is infused with a modern aesthetic. Japan is built on the constant juxtaposition between the respect

for its past and its tradition, and the tireless yearning for technological advancement. Mizuno reflects this rare balance between embracing its heritage and striving towards a fresh perspective. The brand then becomes a suspended place where tradition coexists with innovation, folklore complements contemporary style, and the country's millenary history bleeds into the avant-garde, creating a continuum between yesterday, today, and tomorrow.

Mizuno becomes the embodiment of all these values, and the Sportstyle collection aims to combine the historical heritage of the brand and its dedication to constant improvement, with a modern sense of style that speaks about quality through a constant search for the best in both materials and technology.



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# TRADITION

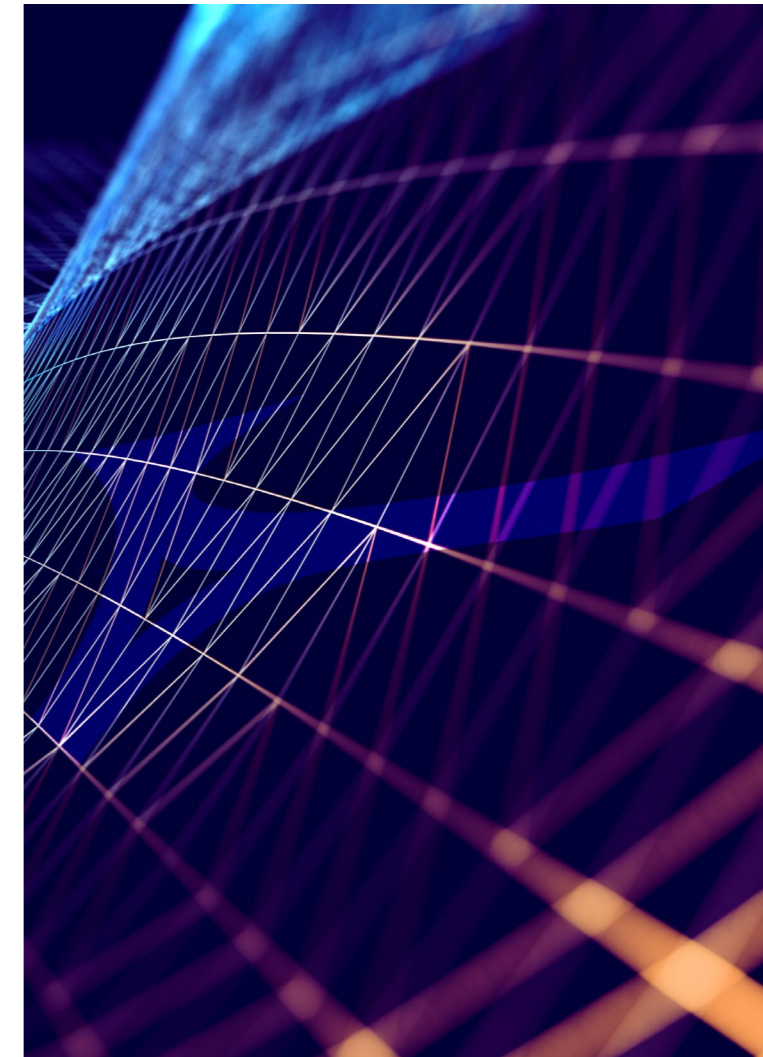
伝統

We are proud to carry our heritage into the future and passionate about celebrating more than a century of our rich sporting history. We believe the best way to honour our tradition is to continue to lead our industry in finding cutting edge solutions that can maximise not only performances, but also life.



# INNOVATION

革新



We believe innovation is not only having a revolutionary idea, but being able to translate a concept into something that creates value for people's lives. We are endlessly devoted to creating innovation, and to finding way to create valuable products to make life more active, more enjoyable, more exciting.

# COLLECTION

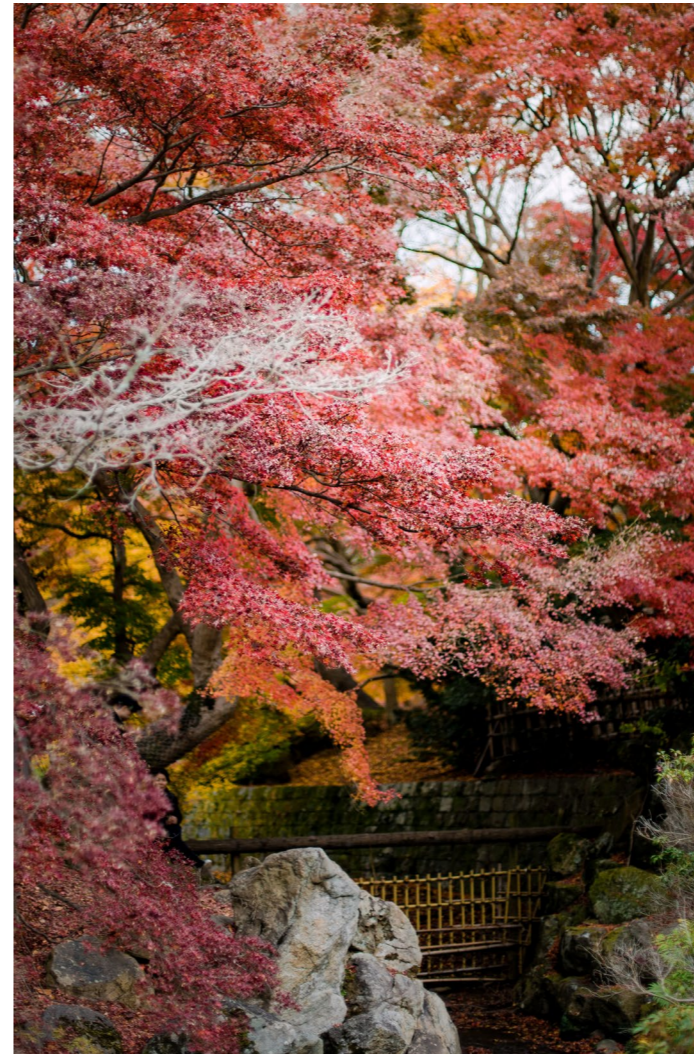
**The Mizuno AW21 Sportstyle collection** is a deep dive in the brand's Japanese identity. Details are disseminated, like a treasure hunt, to create a wider narration of what it means to be "born Japanese".

This collection is an authentic study into the soul of Japan, which is mostly composed of juxtapositions: modern culture is as much an inspiration as are the most traditional neighborhoods; an essential, pared-down aesthetic is mixed with incredible richness when it comes to the use of flawless stitching and unexpected textiles.

Every contrast is handled in a subtle way, thus creating a game of constant discovery, far from the ostentation of momentary trends.

The invigorating tension between innovation and tradition pulls the whole collection together, whether it be shown in sharp hi-tech silhouettes or in the meticulous sourcing of the best canvas and knitted meshes.

As with anything Mizuno, the attention to detail is unparalleled, the care and passion for quality shining through any style.



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TIER 1

WAVE PROPHECY X  
MESH

JULY

WAVE PROPHECY LS  
LEATHER/MESH

AUGUST



J1GD210071  
White/ Vision Violet /  
Galaxy Silver



J1GC210034  
Black/  
Quiet Shade



D1GA207009  
Black/  
White

WAVE SKY NEO 2  
MESH

JULY



J1GD213404  
Obsidian/ Silver /  
Blackened Pearl



J1GC213490  
Obsidian/ Onyx/  
Violet Blue

WAVE MUJIN TL  
SYNTHETIC LEATHER / TEXTILE

OCTOBER



D1GA218101  
Antique White/ White/  
Gray Mist



D1GA218102  
Gray Mist/ White/  
Cameo Orse



TIER 1

SEPTEMBER

WAVE RIDER 10 PREMIUM  
SUEDE/ MESH



D1GA218201  
White/ Vaporous Gray/  
Tradewinds



D1GA218202  
Cork/ Russet/  
Fudge



D1GA218203  
Sky Captain/ Dress Blues/  
Metallic Gray

TIER 1

SEPTEMBER

SKY MEDAL PREMIUM  
SUEDE/ NUBUCK/ MESH



D1GA217101  
Fired Brick/ White Sand/  
Blue Shadow



D1GA217102  
White Sand/ White/  
Turbulence



D1GA217103  
Mood Indigo/ China Blue/  
Green Bay

WAVE RIDER 10  
MESH/ LEATHER



D1GA210403  
White/ Silver/  
Chinese Red



D1GA210405  
White/ Silver/  
Black

AUGUST

WAVE RIDER 1 S  
SUEDE/ MESH



D1GA193215  
Salut/ Insignia Blue/  
Monument



D1GA193206  
Frost Gray/ Nimbus Cloud/  
Stormy Weather

NOVEMBER





TIER 2

SKY MEDAL S  
SUEDE/ MESH



D1GA192406  
Drizzle/ Vaporous Gray/  
Castlerock



D1GA192410  
Magnet/ Alloy/  
Phantom



D1GA192455  
Golden yellow/ Crème Brûlée/  
Cathay Spice

AUGUST

SKY MEDAL S  
SUEDE/ MESH



D1GA192436  
Tradewinds/ Vaporous Gray/  
Tropical Peach



D1GA192437  
Silver Cloud/ Vaporous Gray/  
Blue Fog

CONTENDER S  
SUEDE/ MESH



D1GA216201  
Black/ White/  
Iron Gate



D1GA216202  
Mood Indigo/ White/  
China Blue



D1GA216203  
Chicory Coffee/ Cork/  
Tawny Port

SEPTEMBER

## TIER 2

CONTENDER  
SYNTHETIC LEATHER/ MESH



D1GA216101  
Pearl Blue/ Cantaloupe/  
Cherry Tomato



D1GA216102  
Vaporous Gray/ Cosmos/  
Jasmine Green



D1GA216103  
Mazipan/ Sulphur/  
Cork

AUGUST

WAVE RIDER 18  
MESH/ TEXTILE/ SUEDE



D1GA218001  
Blanc de Blanc/ White/  
Cayenne



D1GA218002  
Black/ Titanium/  
Bird of Paradise

AUGUST



TIER 2

JULY



D1GA190915  
Nebulas blue/ White/  
Dress blues



D1GA190965  
Black/ High rise/  
Steel gray



D1GA190908  
String/ White/  
Drizzle

AUGUST

GV 87  
SUEDE/ MESH



D1GA190964  
Tawny Port/ White/  
Griffin



D1GA190906  
Golden yellow/ White/  
Cathay Spice



D1GA190907  
Agave Green/ White/  
Mood Indigo



TIER 2

TIER 2

ML 87  
SUEDE/ MESH



D1GA190505  
Alloy/  
White



D1GA190526  
True blue/  
Papyrus

JULY

CITY WIND  
LEATHER



D1GA191763  
White/  
Rhubarb



D1GA191710  
White/  
Black

JULY



D1GA191722  
White/ Insignia Blue/  
Vanilla Ice

AUGUST

CITY WIND MT  
LEATHER



D1GA190512  
Chicory Coffee/ Vibrant Orange/  
Vaporous Gray



D1GA190554  
Golden yellow/ Black/  
Vaporous Gray



D1GA213145  
White/  
Bolt



D1GA213105  
White/  
Chicory Coffee

OCTOBER



D1GA190564  
Deep Depth/ White/  
Agave Green



D1GA190511  
Total Eclipse/ White/  
Tawny Port



# LAUNCH CALENDAR

JULY



AUGUST



SEPTEMBER



OCTOBER



NOVEMBER

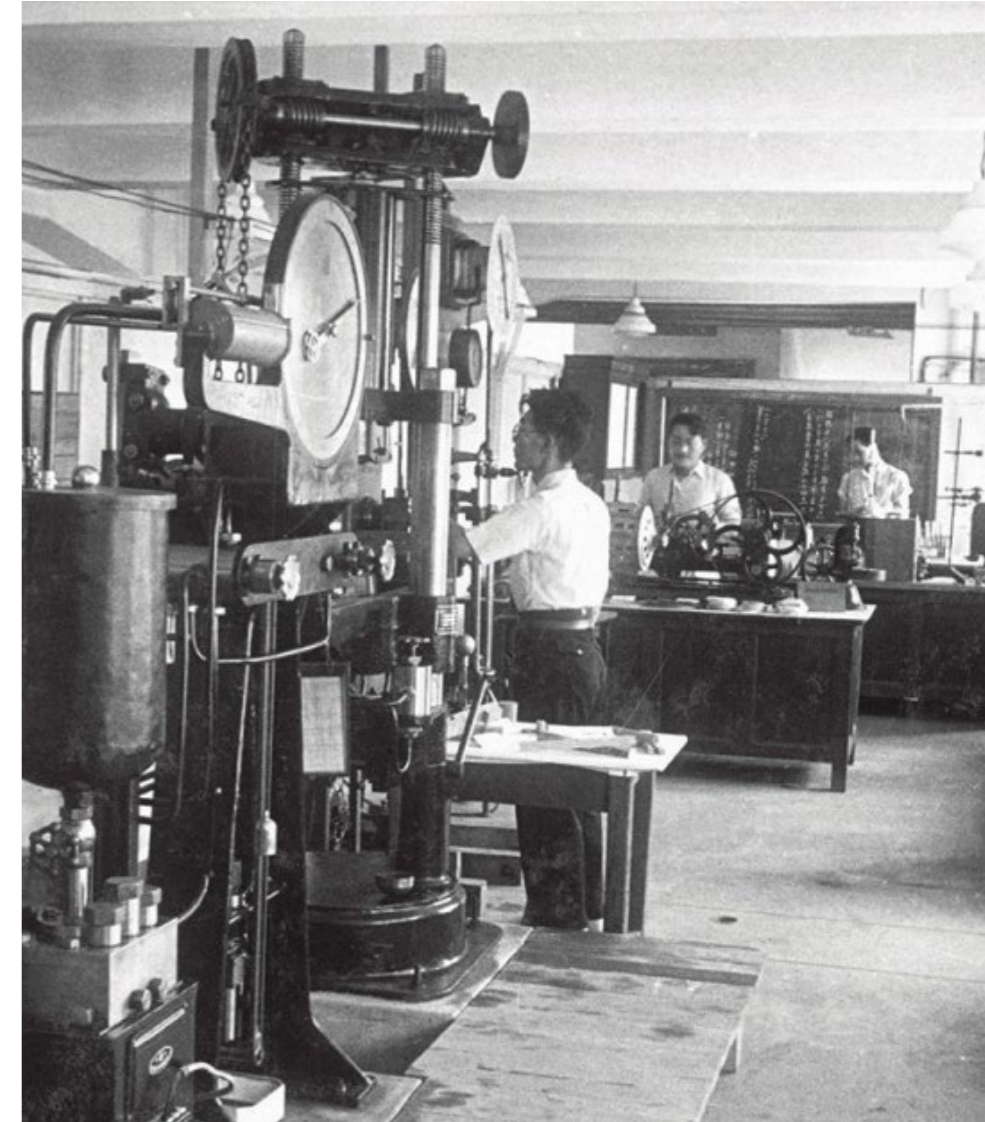




# SIZE CHART

## SHOES

<b>UK</b>	3	3.5	4	4.5	5	5.5	6	6.5	7	7.5	8	8.5	9
<b>Europe</b>	35	36	36.5	37	38	38.5	39	40	40.5	41	42	42.5	43
<b>Japan</b>	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
<b>UK</b>	9.5	10	10.5	11	11.5	12	12.5	13.0	13.5	14	14.5	15	
<b>Europe</b>	44	44.5	45	46	46.5	47		48.5		50		51	
<b>Japan</b>	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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