



Reebok
RUNNING
SS18
100 PERCENT

RUN LONG



SS18 RUN LONG APPAREL GRAPHICS

DECEPTIVELY LIGHTWEIGHT



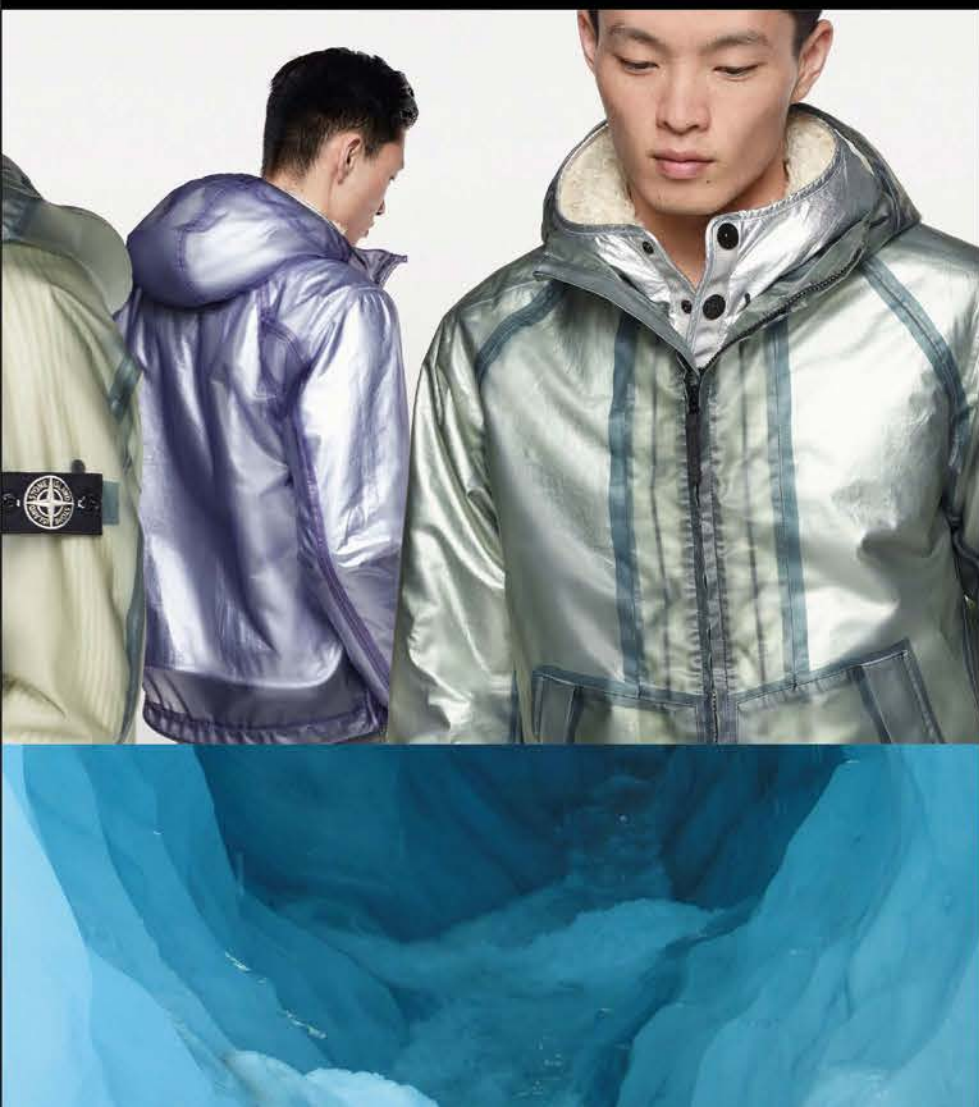
POSITIVE/NEGATIVE PLAY



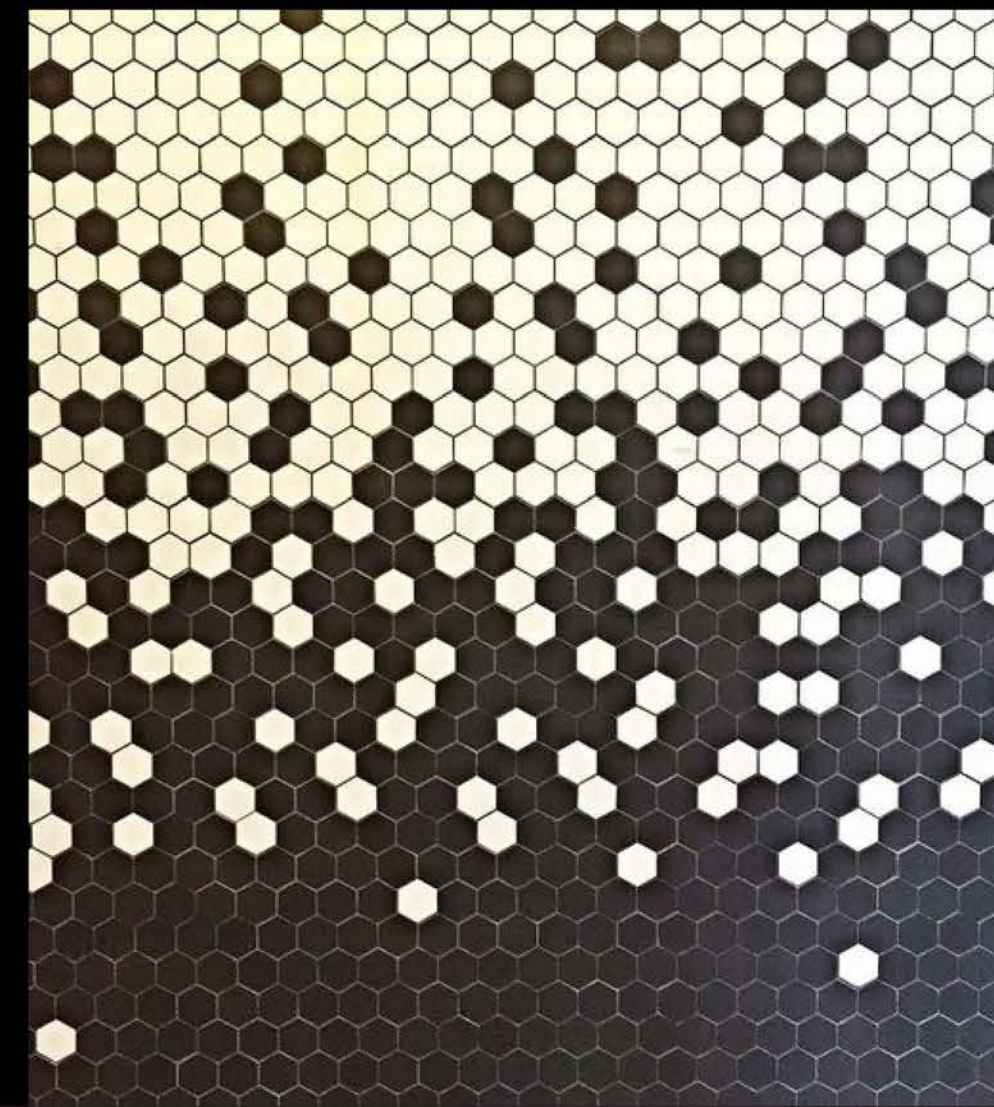
RAGNAR INSPIRED AOP (ZION)



GLACIAL IRIDESCENCE



JACQUARDED GEOMETRY



MORE WITH LESS

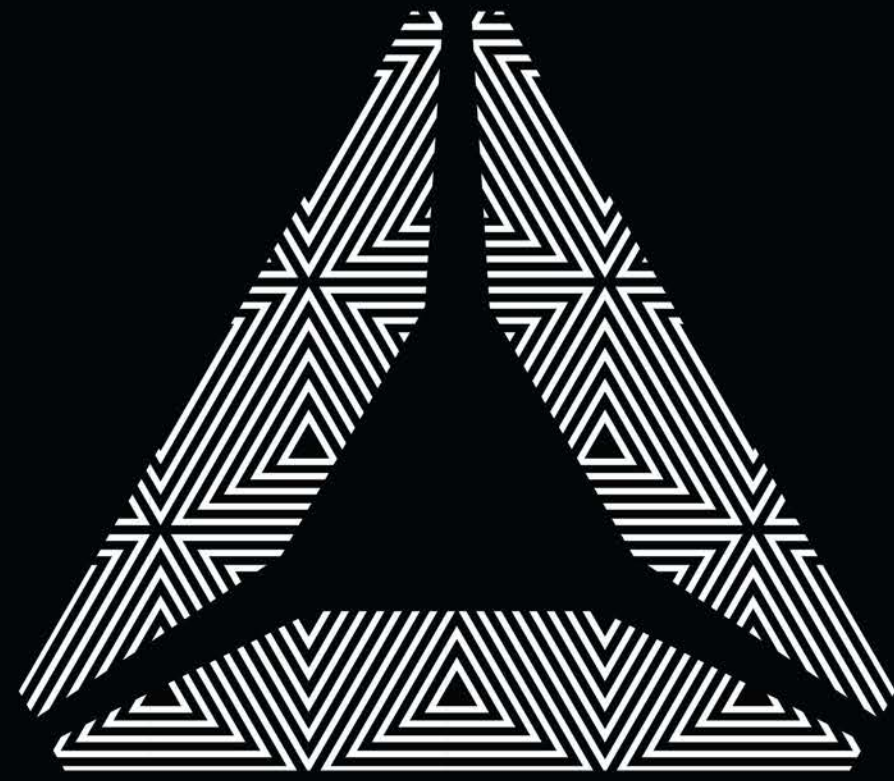
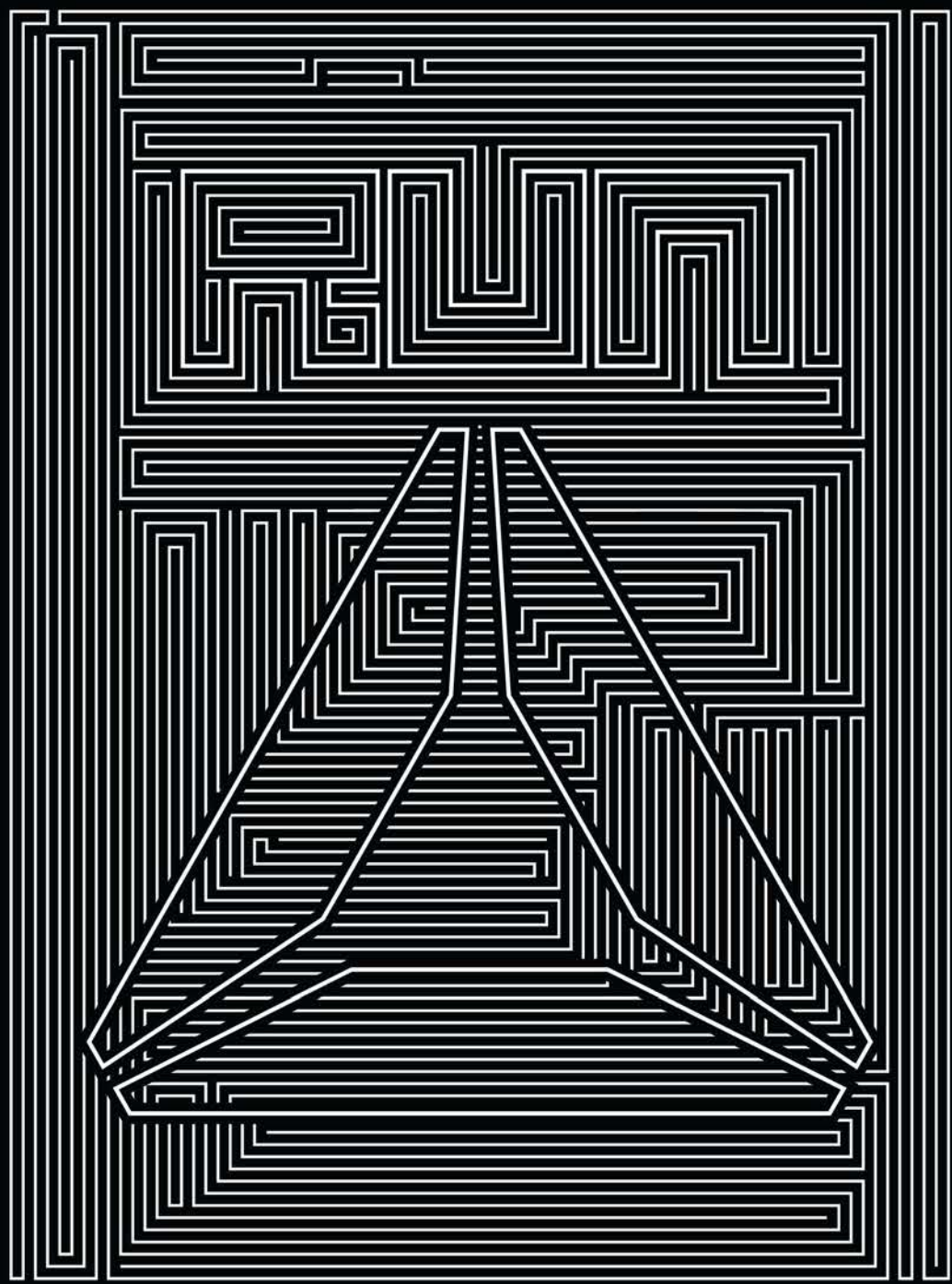


SS18 RUN LONG APPAREL GRAPHICS

LABYRINTH HEX GEO PATTERNS AND TYPOGRAPHY

ESCAPE

THE GYM IS EVERYWHERE

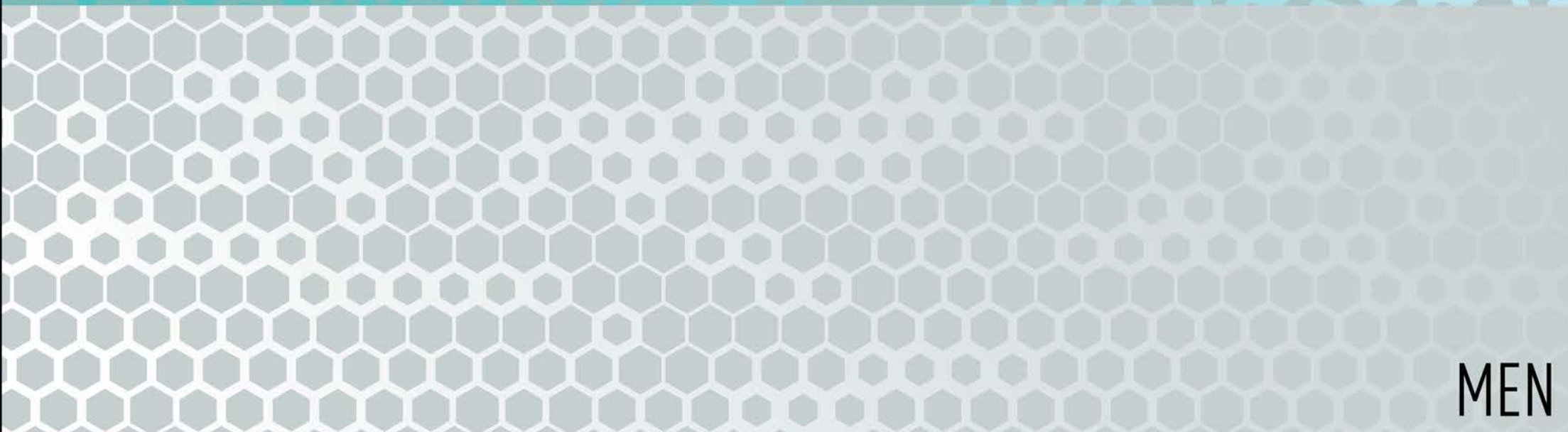


Reebok
RUNNING

TRANSPARENT IRIDESCENT REFLECTIVE



WOMEN

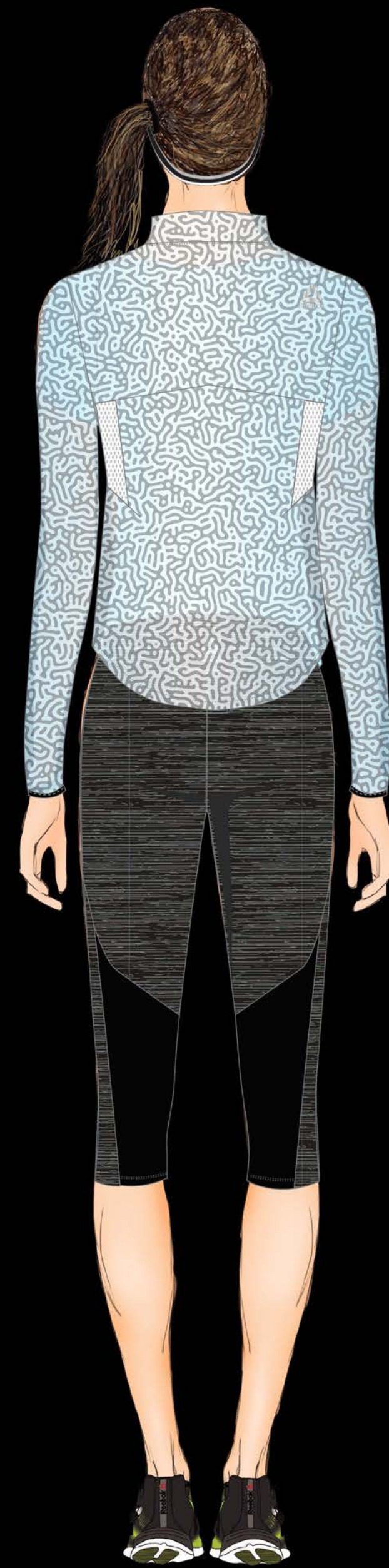
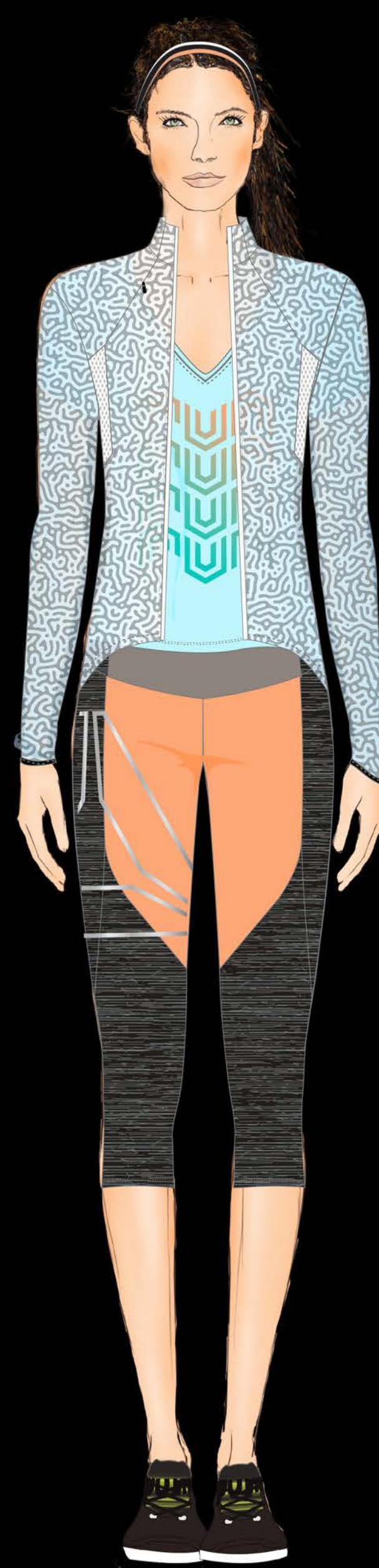


MEN



PERFORMANCE RUNNING APPAREL





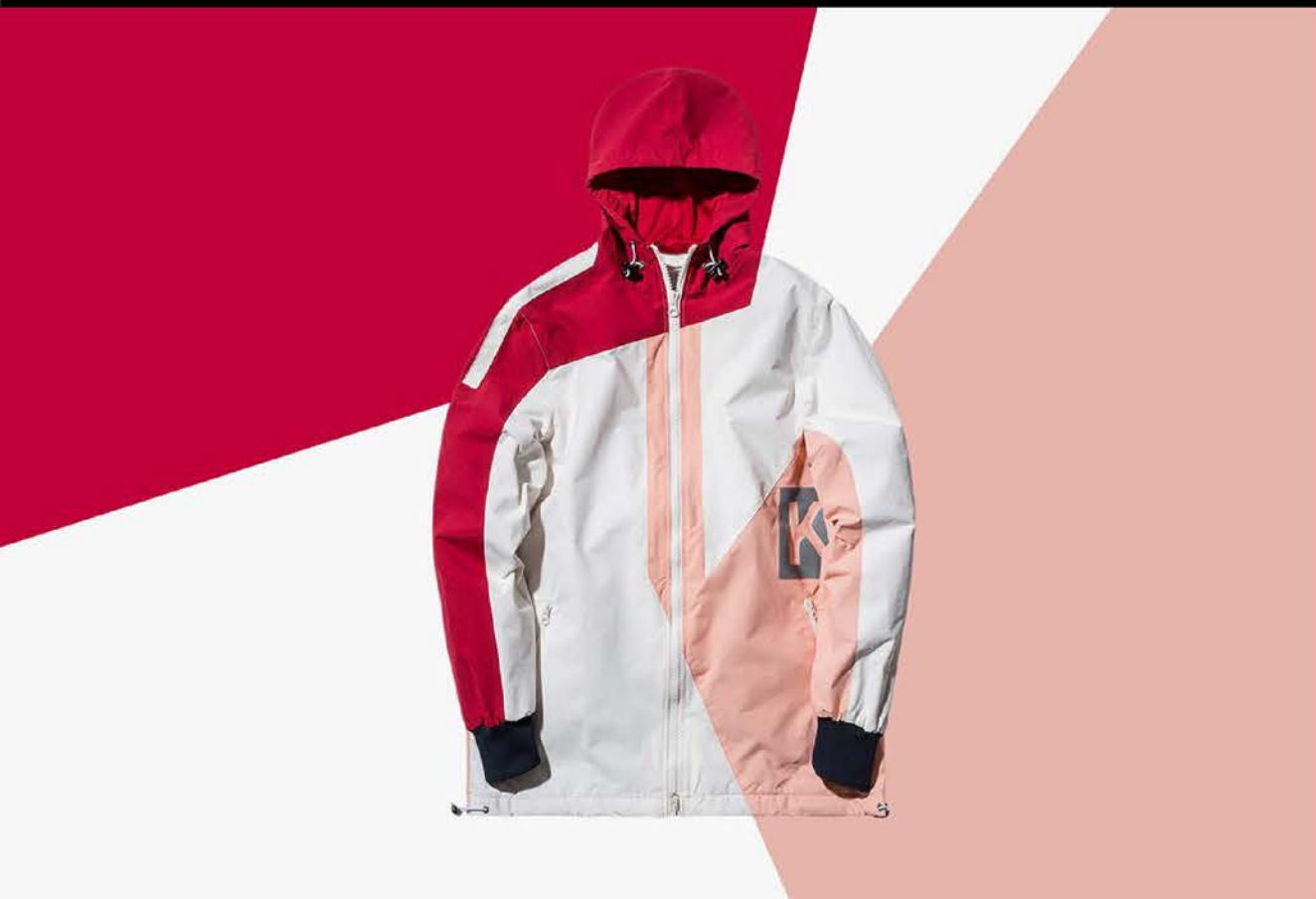
FRANCHISE

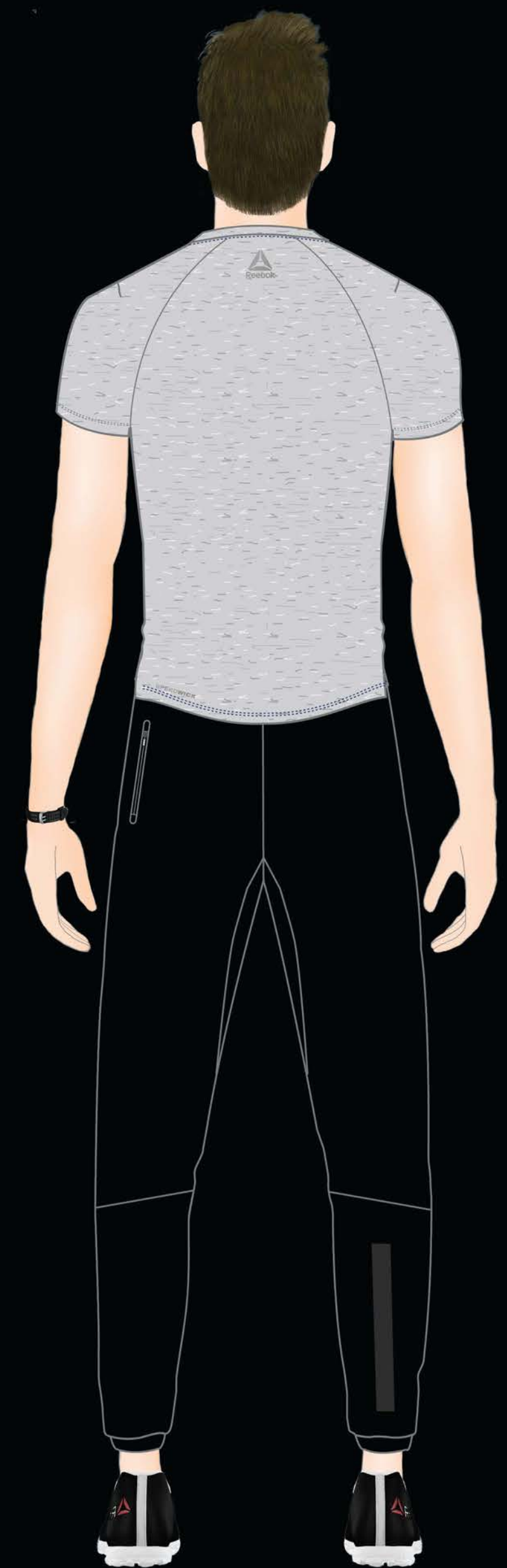
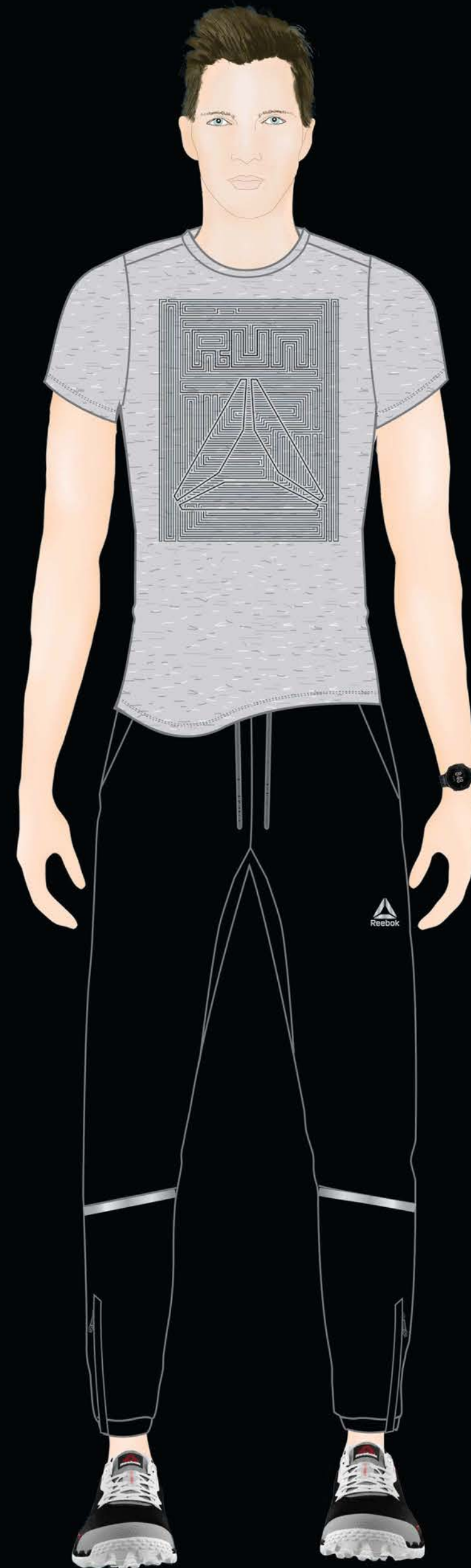
DESIGN WITH DNA

OFF KILTER BLOCKING

ZONES AS MARK MAKER

REFLECTIVITY





HEX PATTERN STORY

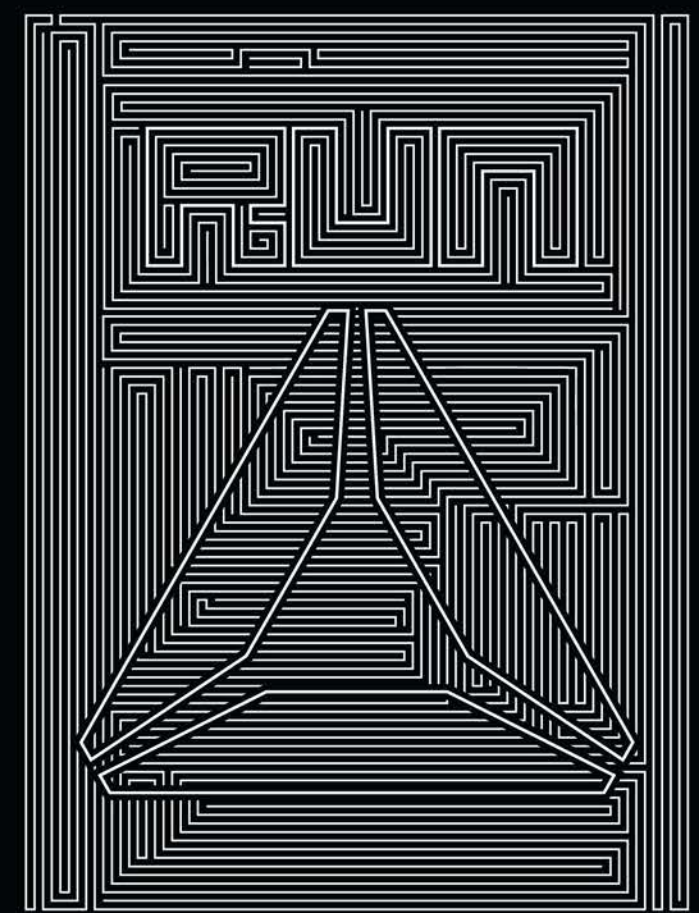
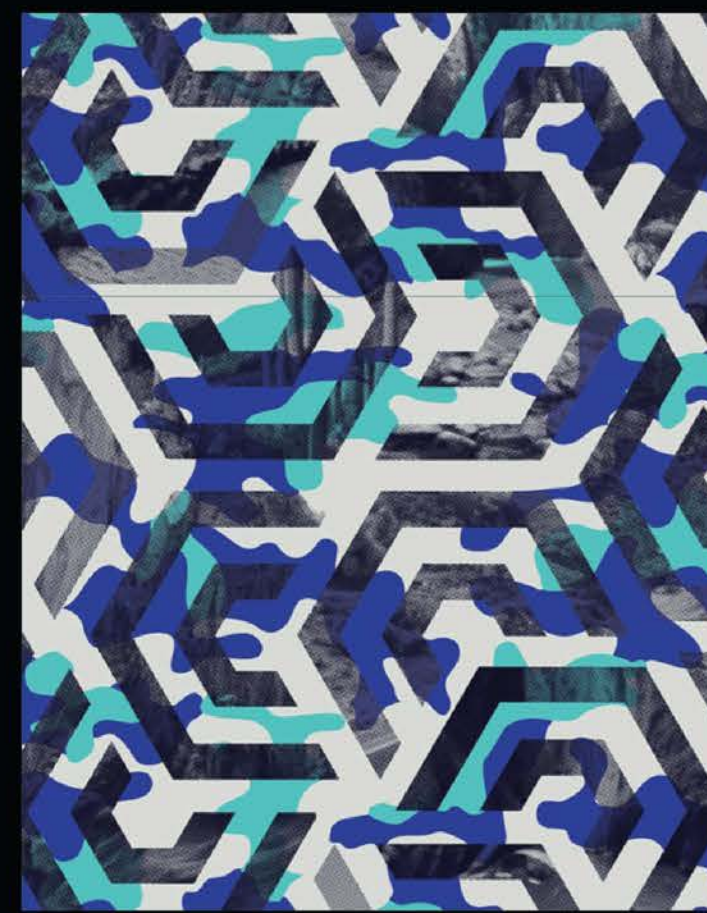
FORM MEETS FUNCTION

HEATHER/MELANGE

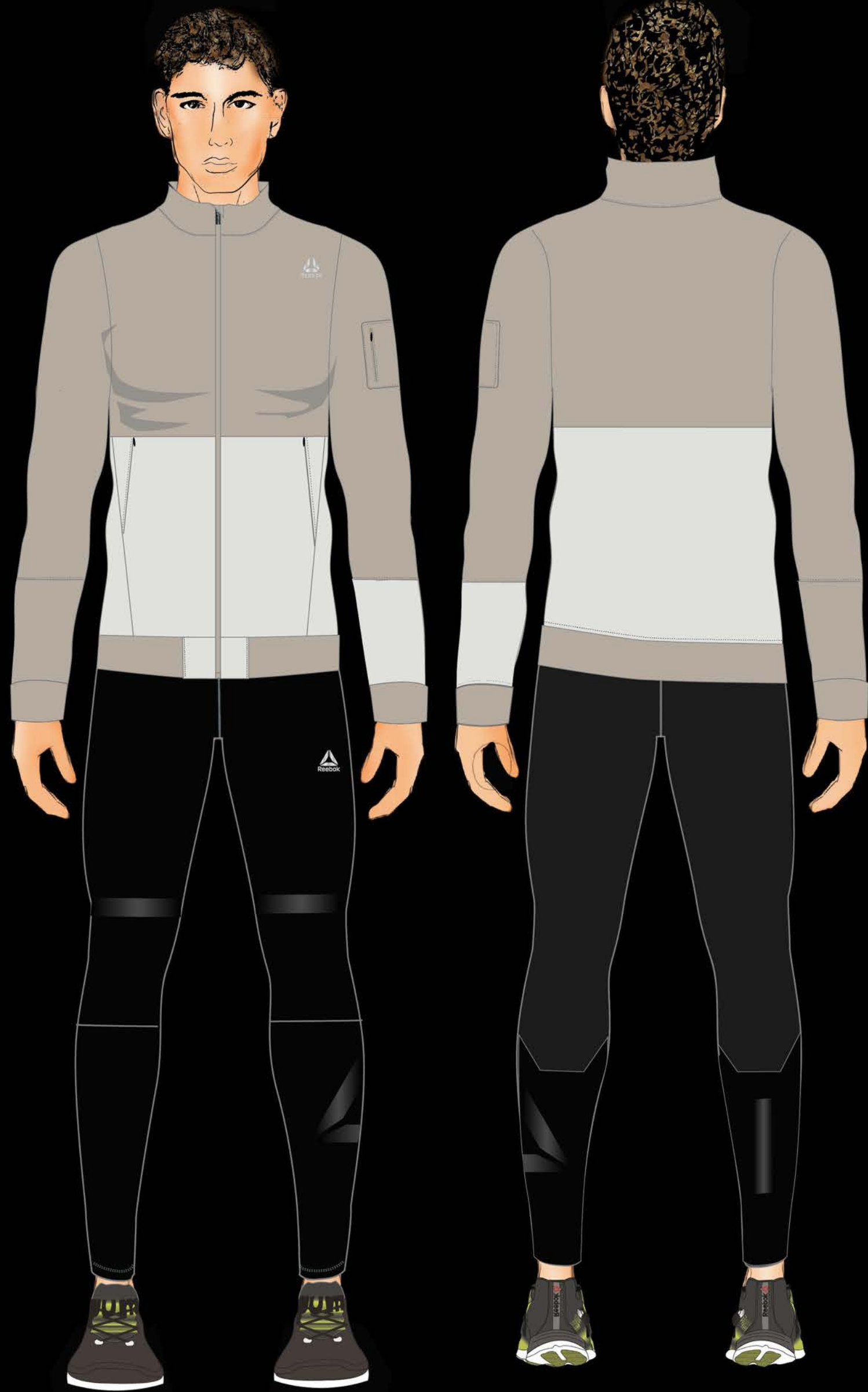
RADIAL HEX AOP

DIMENSIONALITY

REFLECTIVE PRINT



SUSTAINABILITY



MARK MAKER

RETRO ECO

PREMIUMIZE BRANDING

DO MORE WITH LESS

FULLY SUSTAINABLE





TECHNICAL X MAINSTREAM X FASHION = FUSION

A woman with her hair in a high ponytail, wearing a dark purple long-sleeved athletic top and leggings, is shown in profile. She is holding a bright orange water bottle with both hands. The background is a light, neutral color with soft shadows. The text 'SS18_WOMEN'S COMPETITION PACK' is in a smaller font above the larger, bold text 'RACE DAY ELITE'.

SS18_WOMEN'S COMPETITION PACK
RACE DAY ELITE

WHERE THE COMPETITION STANDS



"THE SHOES MATCH THE TIGHTS"



#BOSFITGRLS



STELLA x NEUTRALS



RACE DAY READY
THE NEW LOOK 2.0

REFLECTIVE HITS
MY GEAR WILL BEAT THE SUNRISE!

SLEEK SILHOUETTE
IM FOCUSED AND FASHIONABLE

OPTIMAL PERFORMANCE GEAR IS
ESSENTIAL FOR COMPETITION
FUNCTIONAL IS FASHIONABLE

STEALTH

I LOOK FAST =
I RUN FAST.

"I WANT TO LOOK BADASS"
-DIRECT QUOTE, DI XC ATHLETE

STAND OUT
IM CRUSHING THIS COURSE
ON FIBER!

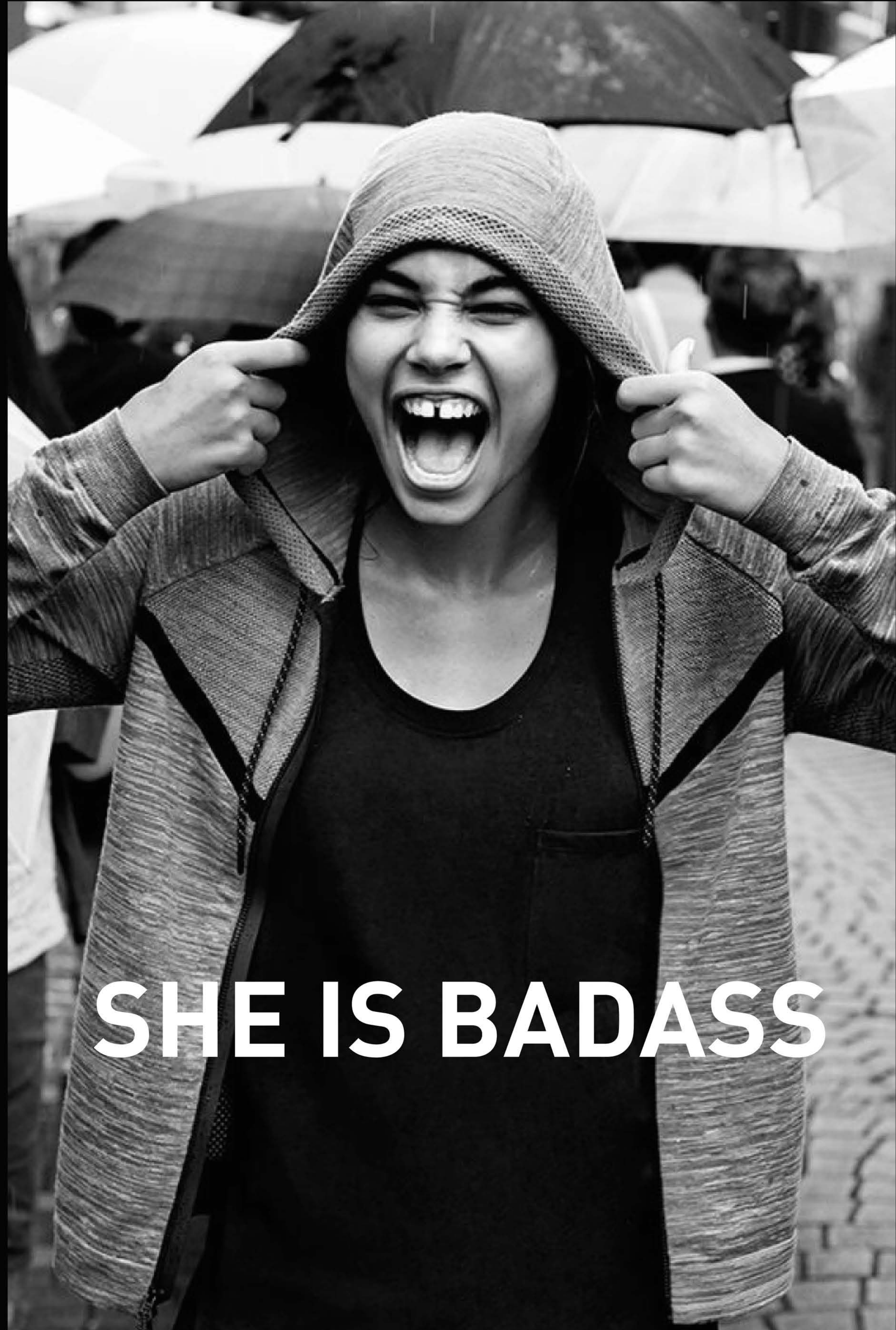
"I WANT MY FRIENDS TO SEE ME"
DIRECT QUOTE, DI XC ATHLETE
RACING: NY: MARATHON

ACTION WE'RE TAKING

SHE IS FUN
SHE IS BOLD
SHE IS BRIGHT



SHE IS SLEEK
SHE IS GRACEFUL
SHE IS FAST



SHE IS BADASS



**“FUNCTION IS IMPORTANT
BUT I NEED TO LOOK AWESOME”**

-SYDNEY LEIHER, DI XC ATHLETE



SS18_MEN'S COMPETITION PACK
RACE DAY ELITE



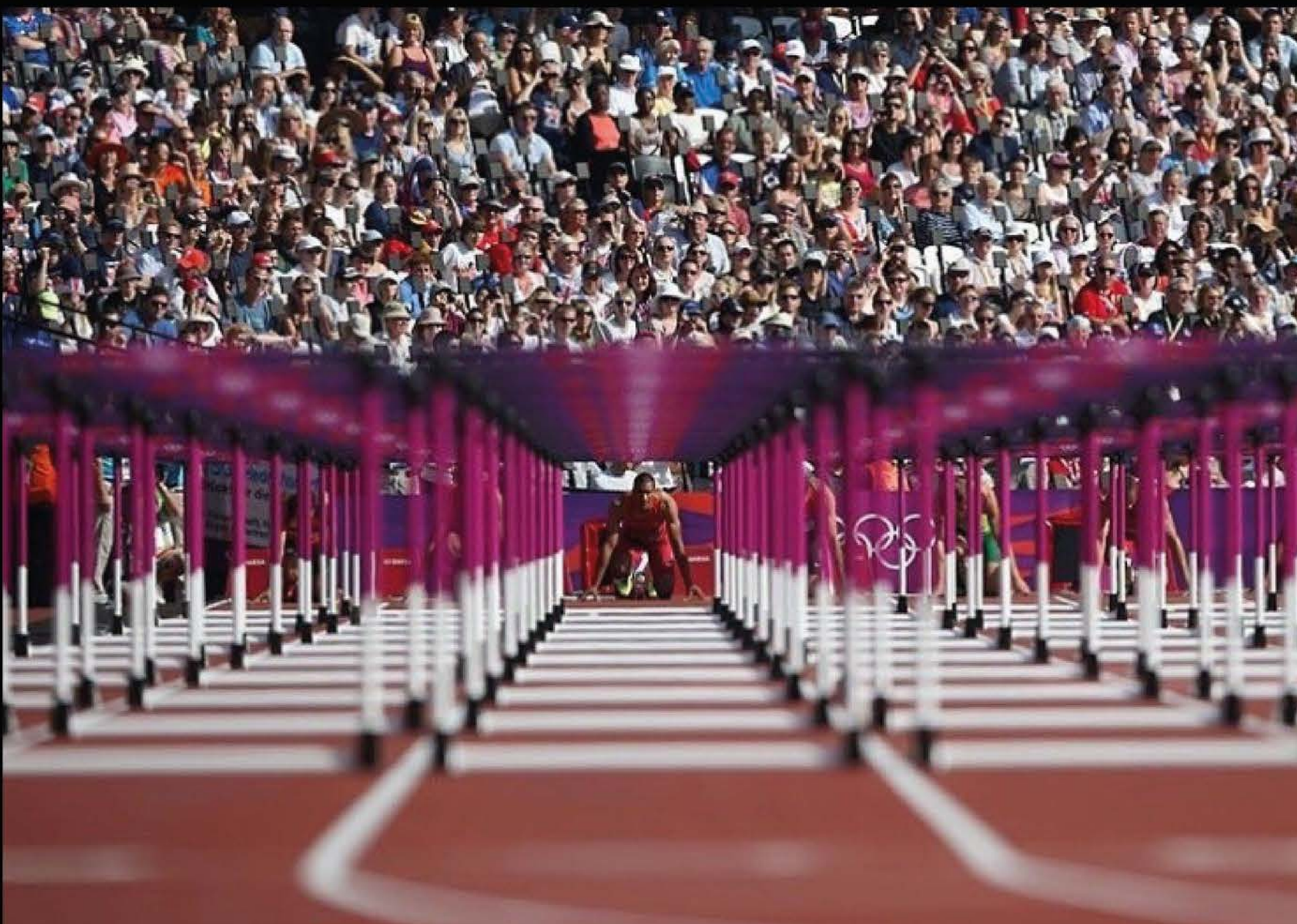
THE MALE HIGH-PERFORMANCE ATHLETE

-COMPLETE PACK OF PERFORMANCE DRIVEN AND TRANSITIONAL GEAR

-FULLY EQUIPPED _
BURNING RUBBER ON THE TRACK TO LOOKING FRESH ON THE STREET

-DAY IN THE LIFE OF A HIGH-PERFORMANCE ATHLETE
STREET ----> TRACK ----> TRAIL ---> RECOVERY

x3 WORKOUTS DAILY



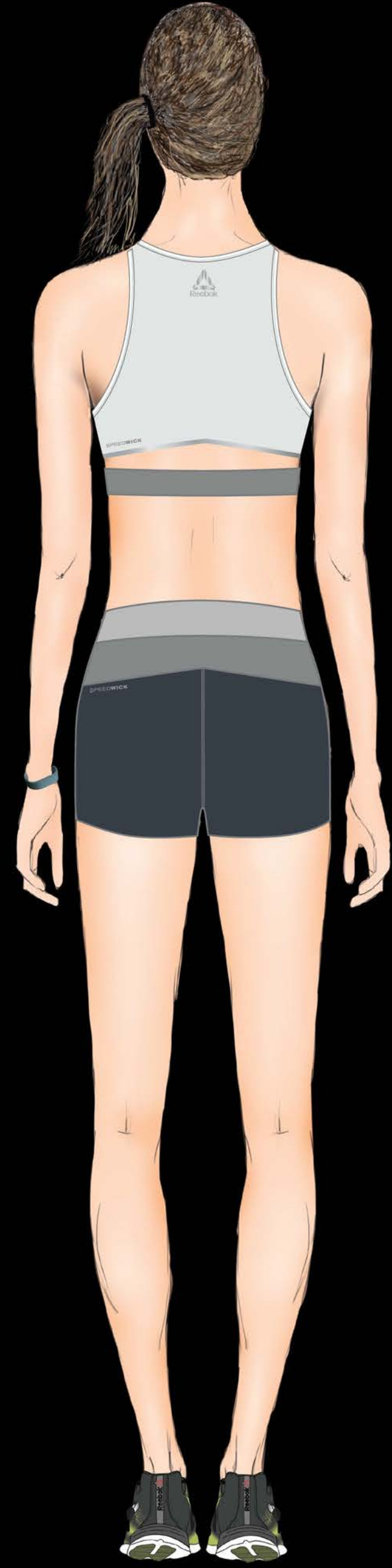
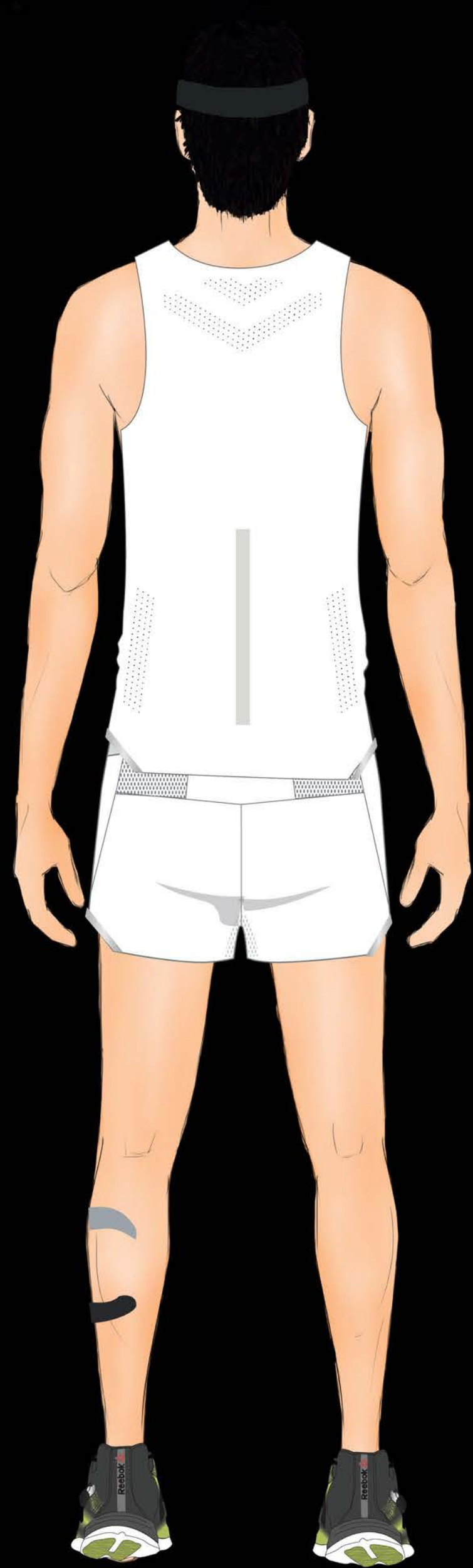
“I REALLY THINK SIMPLICITY RULES SOMETIMES”

-MIKE OLZINSKI, SF ULTRA RUNNER, MARATHONER



**"I'D LOVE TO BE MORE FASHION-FORWARD WITH MY GEAR...
WHEN I GET FASTER I CAN BE BOLDER!"**

-MIKE OLZINSKI, MARATHONER AND ULTRA RUNNER IN-TRAINING, SF



COMPETITION READY

TECHNICAL

BREATHABILITY

LIGHTWEIGHT

BOLDER SIMPLER

EVERYDAY EQUIPPED



RUN LIGHT

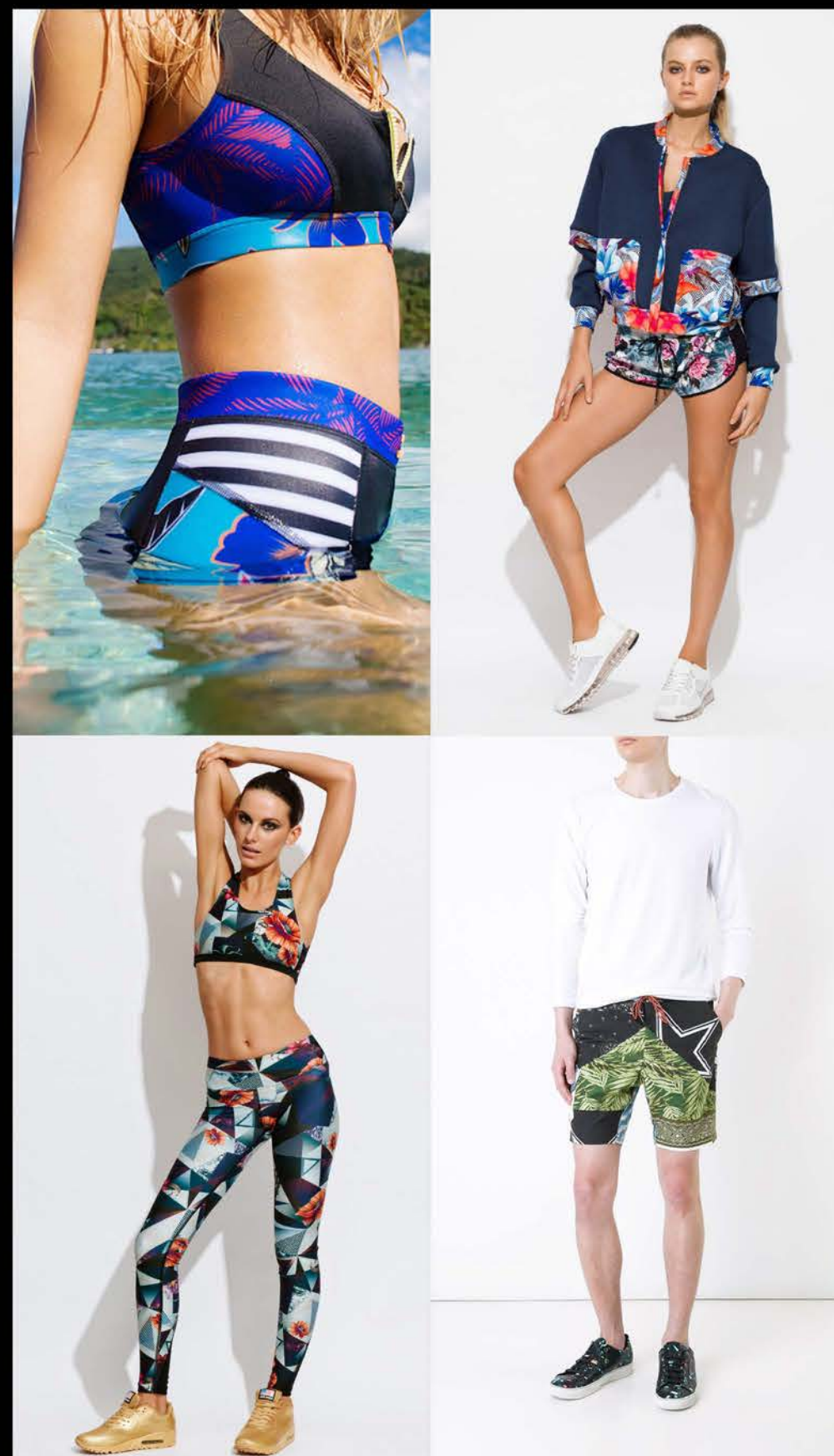


SS18 RUN LIGHT APPAREL GRAPHICS

COMBINED GEOMETRICS (SHAPE UP)



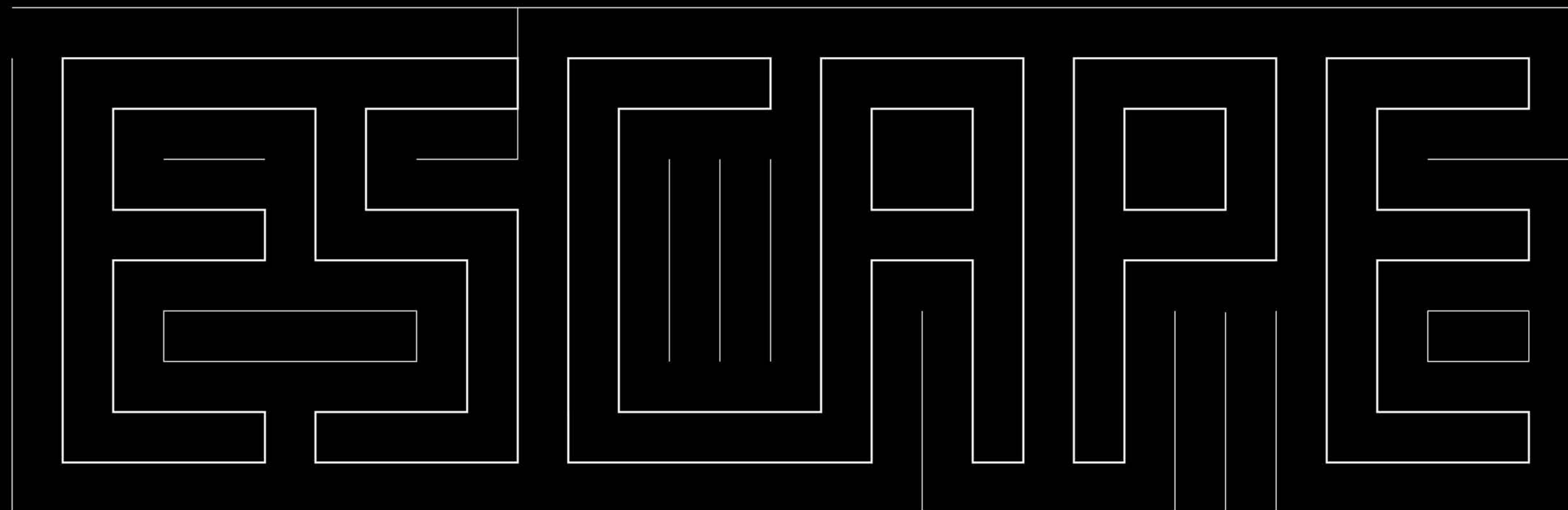
PATTERN MIX



CALIGRAFFITI



THE GYM IS EVERYWHERE



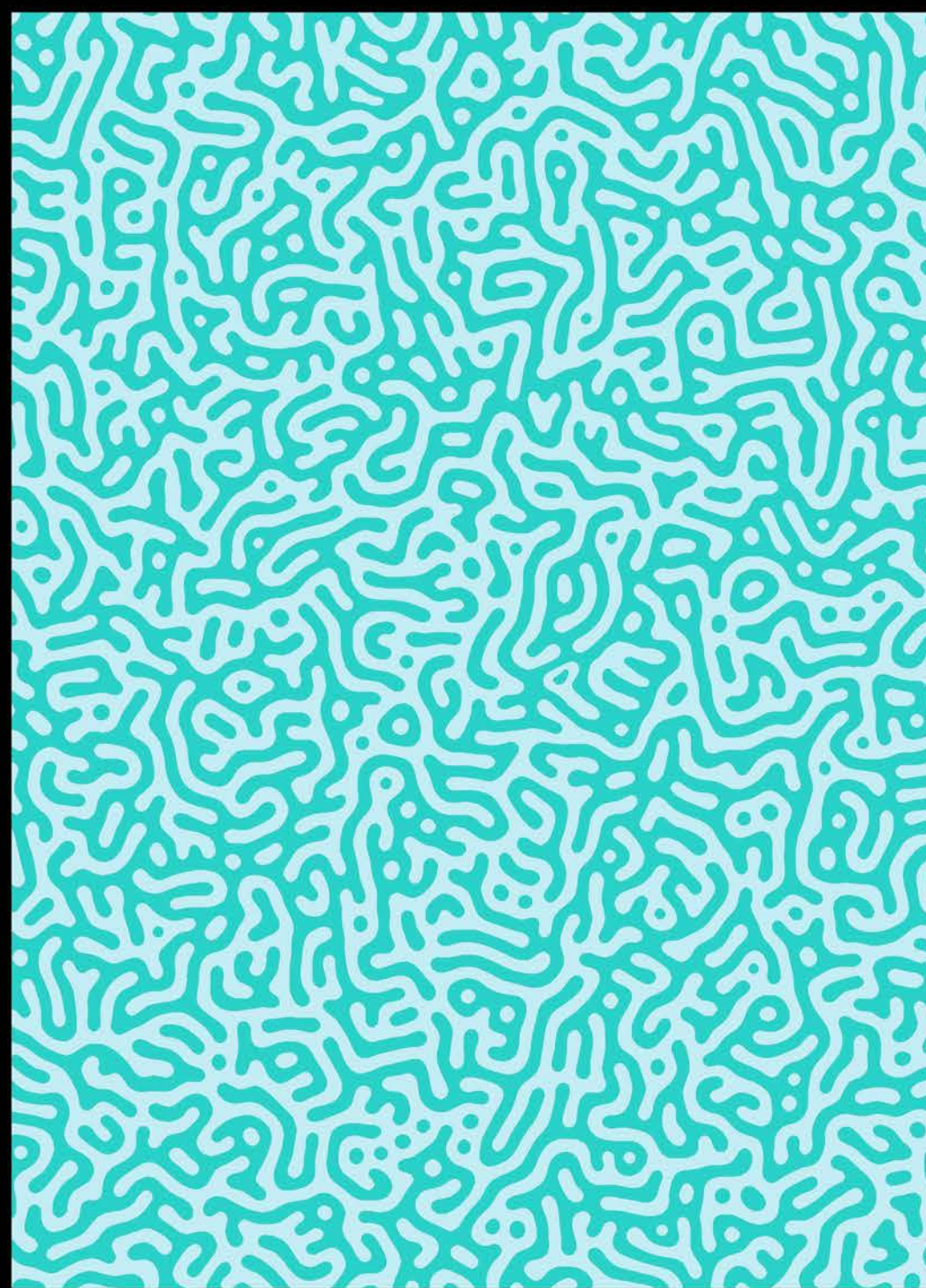
SS18 RUN LIGHT APPAREL GRAPHICS

WOMENS

GEO COLLAGE



CALLIGRAFFITI LABYRINTH



SUNSET RUN TEE

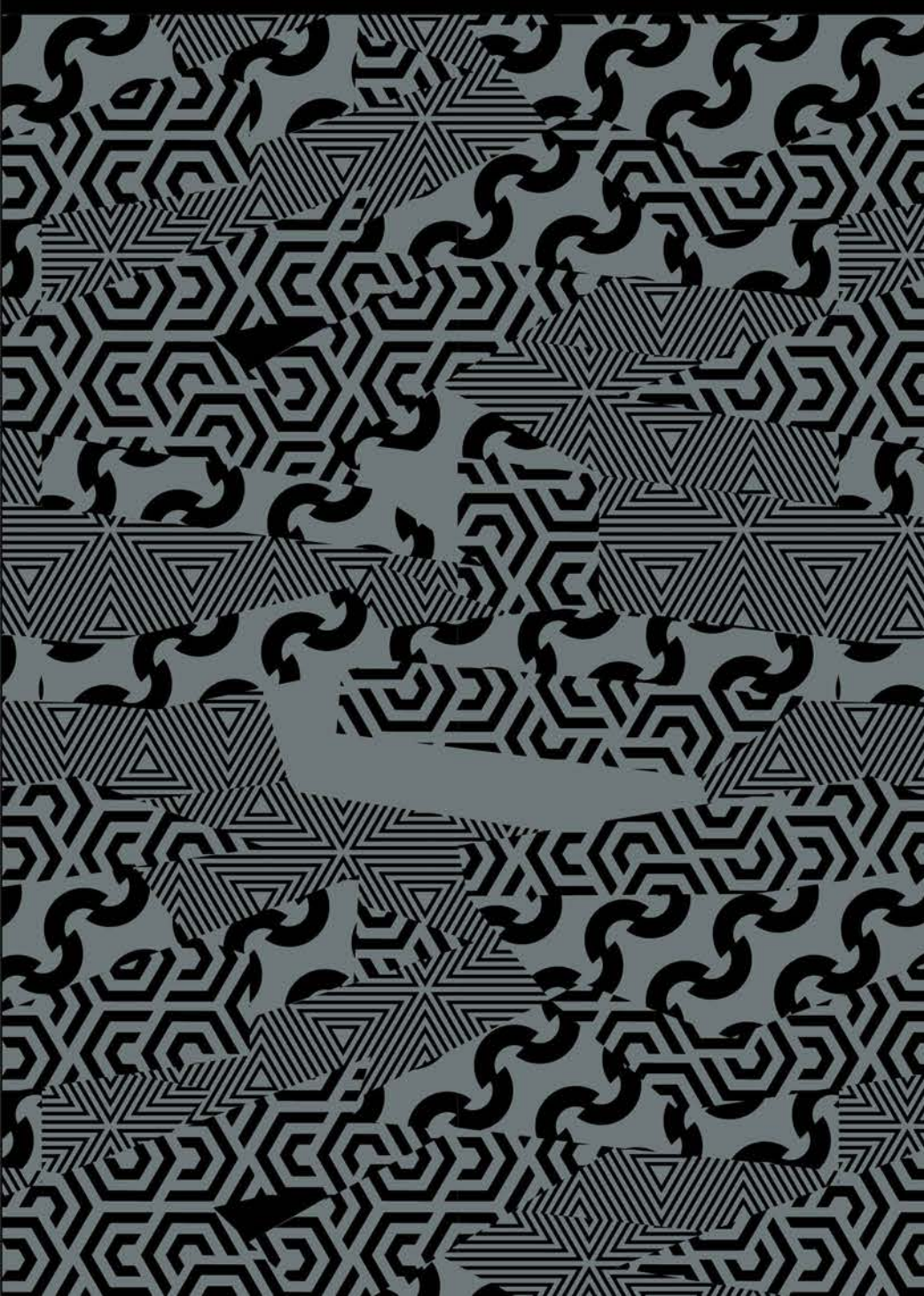


PRINT HIERARCHY



MENS

GEO CAMO



DELTA FLARE ENGINEER



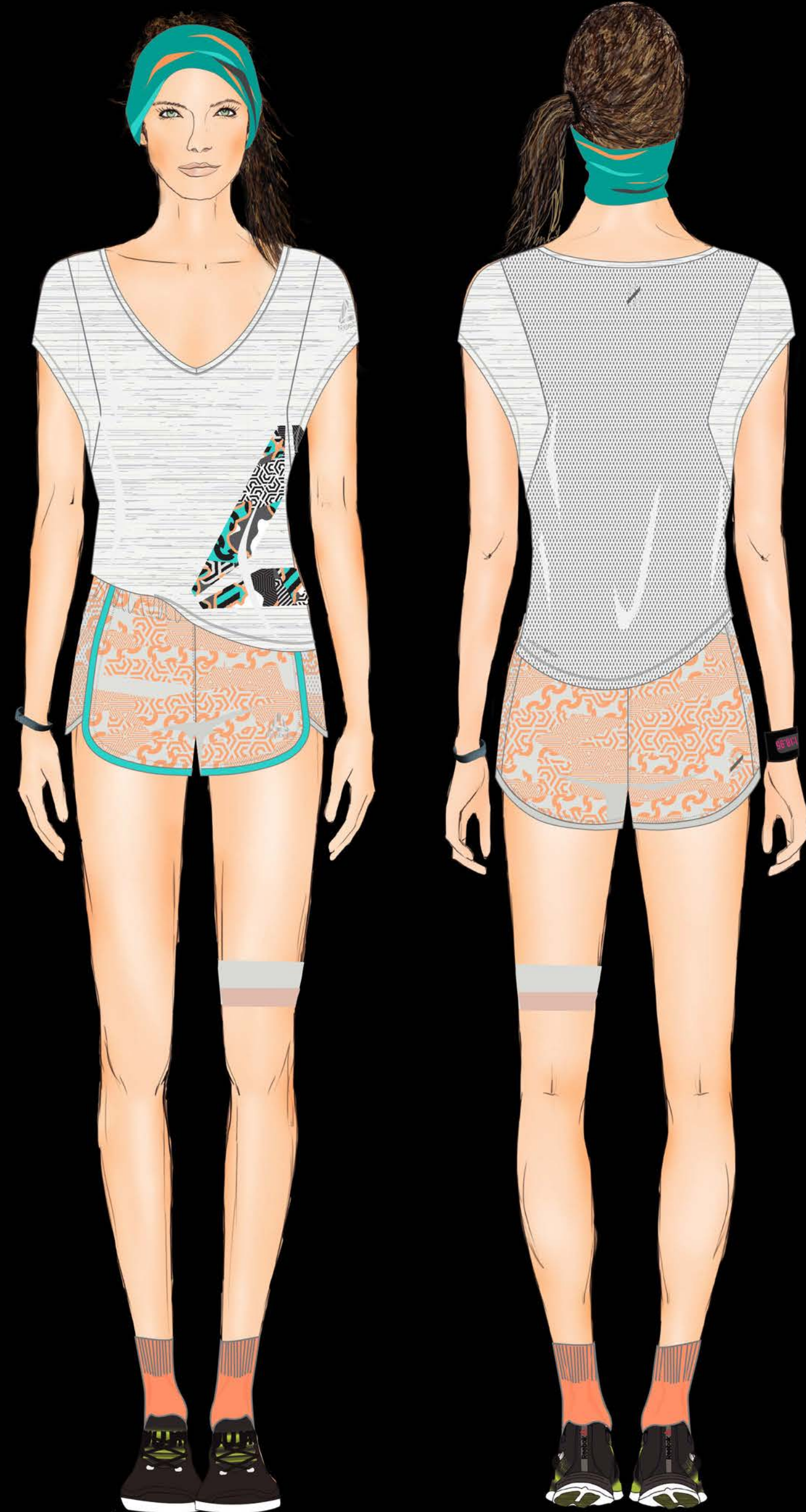
ESCAPE REFLECTIVE TEE





MARK MAKER

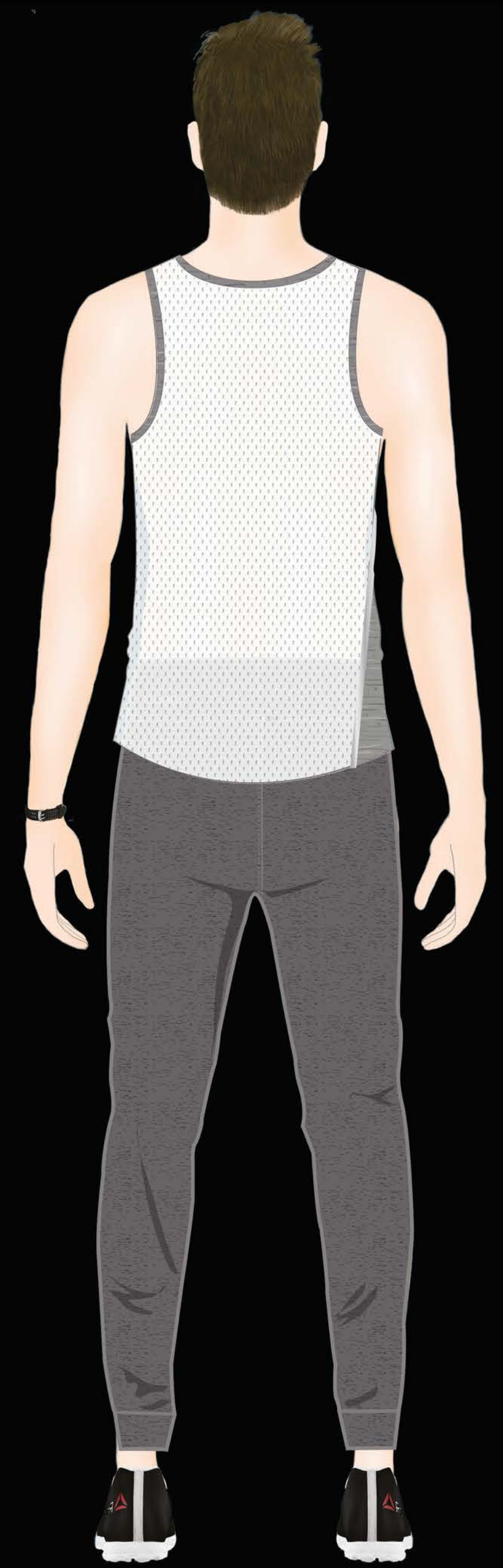
BOLDER SIMPLER



EVERYDAY EQUIPPED

ADAPTIVE EASE





MARK MAKER

BOLDER SIMPLER

DO MORE WITH LESS

EVERYDAY EQUIPPED





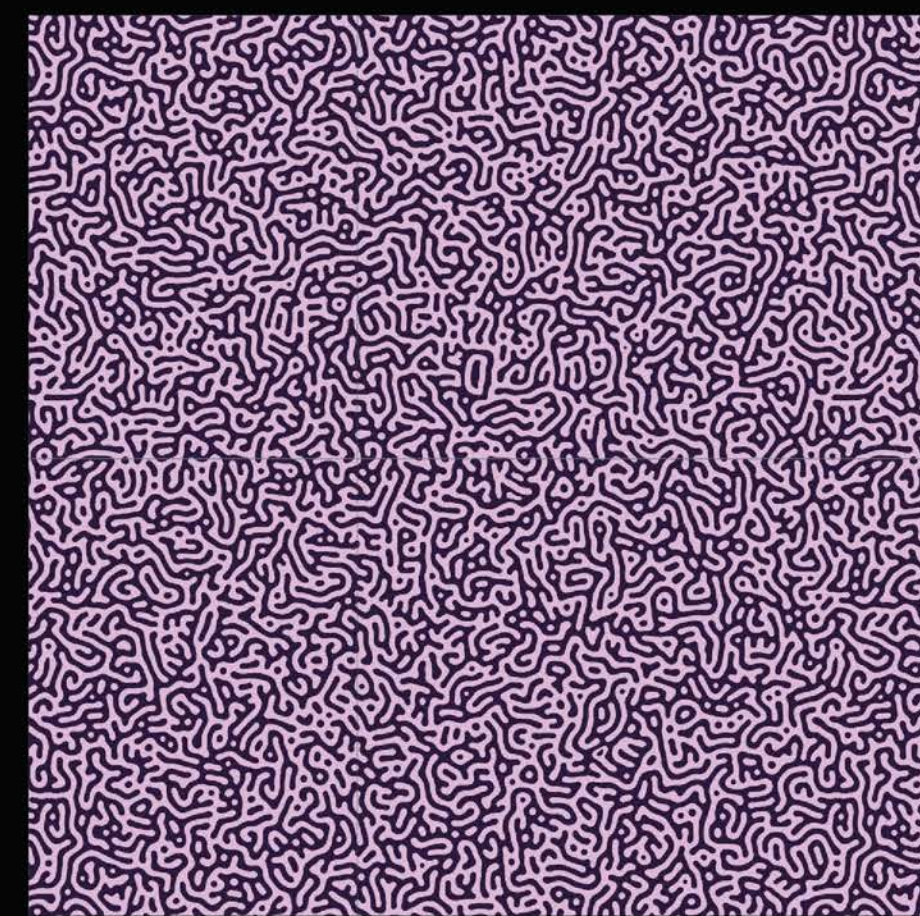
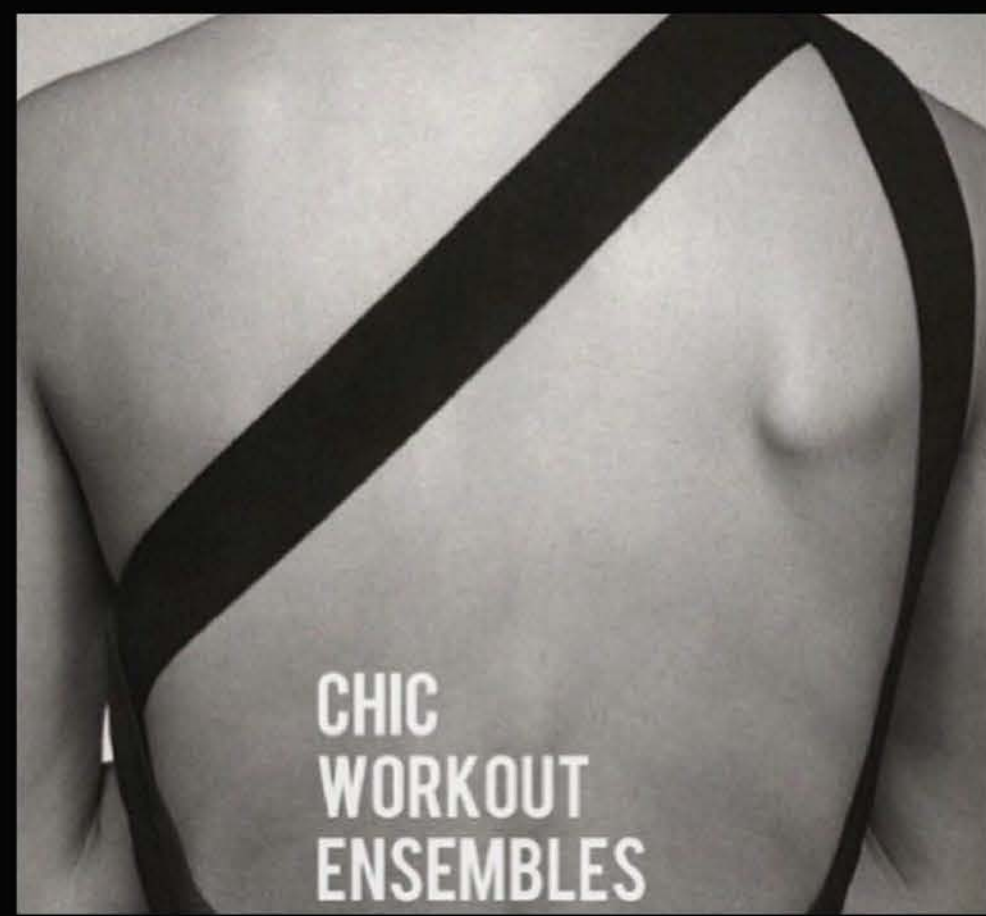
BOLD BRANDING

SHARP CUTS

EMBRACE COLOUR

TEXTURED PRINT

BOLDER SIMPLER

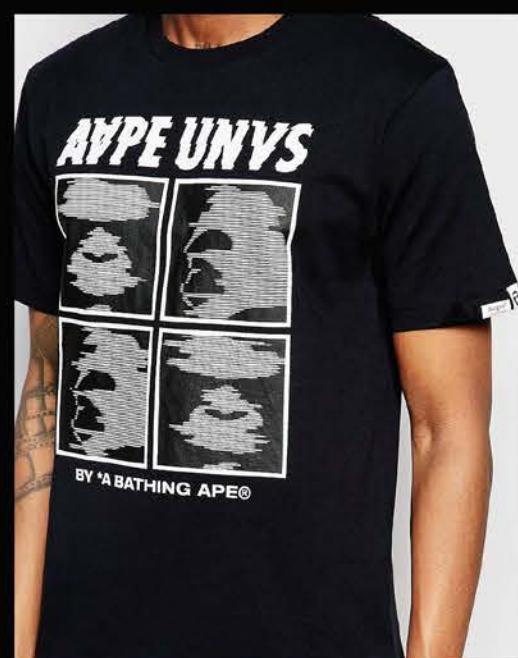


RUN TOUGH



SS18 RUN TOUGH GRAPHICS

ENGINEERED AOP SHORT



TECH UTILITARIAN PLACED GRAPHICS



UNBREAKABLE . UNTOUCHABLE . UNSTOPPABLE

ALWAYS DIRTY.
НЕЛЕГКО ДЕЛЕВИД.

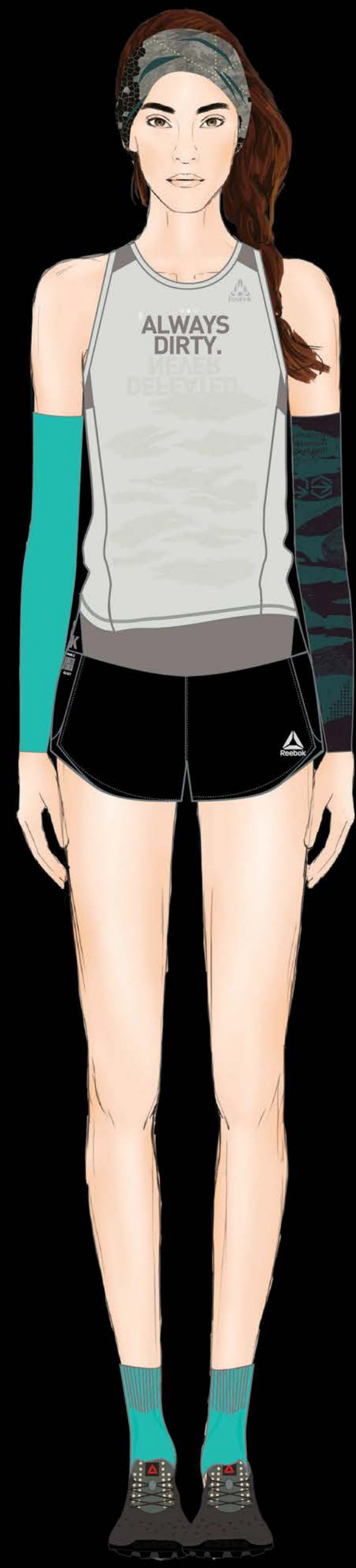


REEBOK TERRAIN READY

No. 02 **TRRN . RDY** 021MA
EAWF / RFA



DESIGN HIERARCHY / MORE WITH LESS



TERRAIN READY

OUTDOOR X STREET

INHERENT DURABILITY

TACTILE PERFORMANCE

GRAPHICIZED





COMPETITION READY



UTILITARIAN



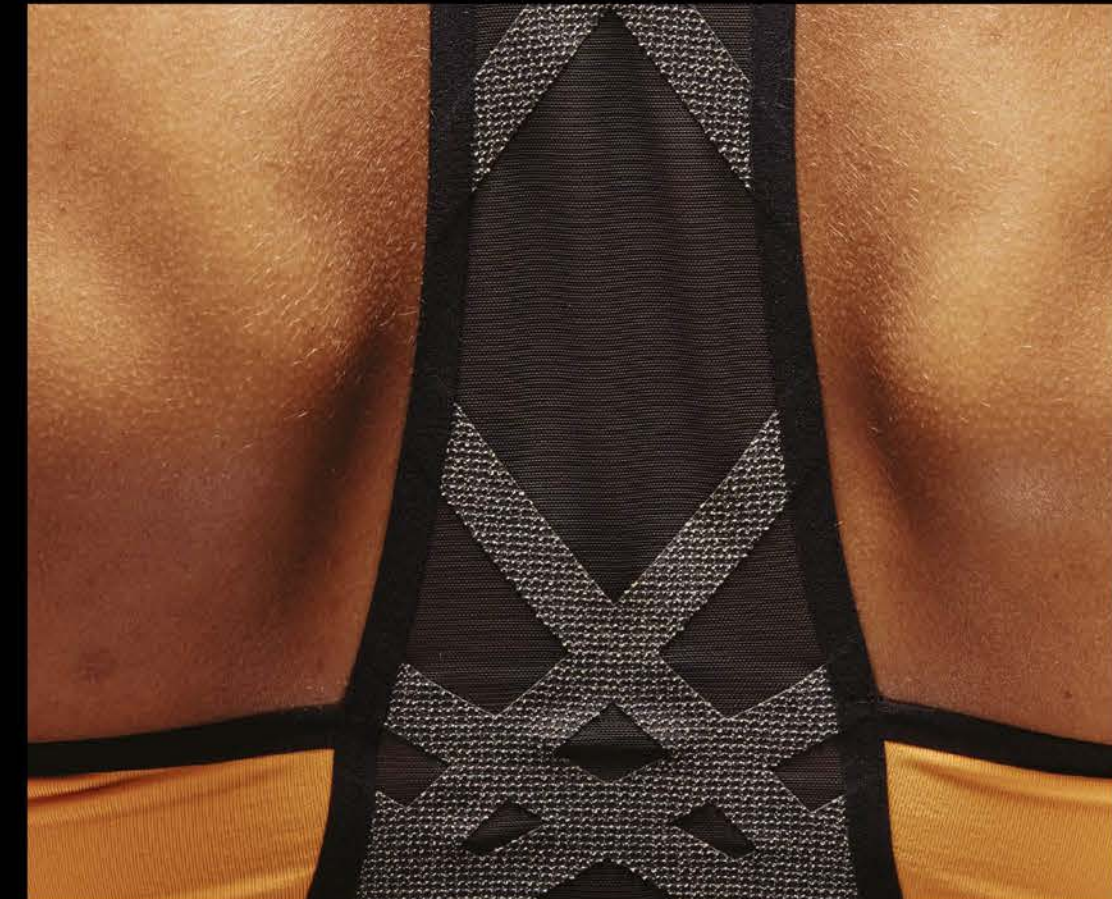
GRAPHICIZED



STEALTH VALUE



TACTILE PERFORMANCE





TIGER TECH CAMO AOP



UTILITARIAN



MARK MAKER



BOLDER SIMPLER



EVERYDAY EQUIPPED





Reebok