# ASICS x HAY: A Limited-Edition Collaboration

Collaboration is at the heart of HAY. HAY looks around, seeking references in art, architecture, and even fashion to keep pace with the world. From artists, designers, and makers spanning the globe to its latest collaboration with world-renowned Japanese sportswear brand ASICS, each collaborative process ends in a product where the best of both worlds meets.

Building on this sentiment, the ASICS x HAY collaboration re-envisions an iconic pair of shoes from the ASICS archives - the Skyhand OG, which dates back to 1994 - through the lens of HAY's eye for aesthetics and colour. In addition, the collaboration also includes matching branded Everyday Socks and an ASICS x HAY Logo Bag.

A mutual commitment to creating functional, contemporary products for daily use brought about this ASICS x HAY collaboration. Taking cues from HAY's ethos of creating elevated products for the everyday, and ASICS' interest in moving for the body and the mind, the collaboration blends honest design and comfort to promote living well.

Launching exclusively in HAY's global flagship store, HAY House, during 3daysofdesign (12 - 14 June) the shoes will first be available in three colourways: pink, blue, and green, all selected by HAY co-founder Mette Hay. The block colour design and accent detailing - which take direct reference from HAY's Outline Pyjamas (launched 2023) - is universally appealing and gives the reinterpreted Skyhand OG a contemporary feel. Accompanied by new Outline Pyjama colour options, a second drop of limited-edition ASICS x HAY trainers will be made available in lilac and brown later this autumn.

In line with HAY's core value of making quality design accessible to the many, the Skyhand OG has been redeveloped by ASICS with advanced technology and premium materials offering maximal comfort. Featuring FlyteFoam in the forefoot for a comfortable step and EVA foam in the heel for added cushioning, the shoe's upper, a suede and leather mix, is subtly cobranded with ASICS and HAY logos on the heel and tongue.

"At HAY, we are inspired by living to create high-quality affordable products for the evolving needs of everyday life. One of our biggest hopes with our products is to elevate everyday moments at home, or on the go. It is great to be venturing outdoors with ASICS, a brand that aligns greatly with HAY's core value to make well-designed products for all," says Mette Hay, Creative Director of HAY Accessories.

The ASICS x HAY collaboration will be available at selected HAY stores and retailers in Europe from 28 June and in APAC from 1 August.

Prices:

ASICS x HAY Trainers from 120 EUR / 119 GBP / 899 DKK / 1.449 SEK / 1.399 NOK
ASICS x HAY Logo Weekend Bag from 45 EUR / 39 GBP / 299 DKK / 479 SEK / 469 NOK
ASICS x HAY Everyday Socks from 22 EUR / 25 GBP / 169 DKK / 269 SEK / 269 NOK

All prices are recommended retail prices.

**Practical Information**

Please note that the products are not scheduled to be available in stores from mid-June 2024 onwards, this may vary depending on your region.

Kindly let us know if you would like to loan any of the new designs for editorial photoshoots by contacting press@hay.com.

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