

TRETORN

TRETORN CELEBRATES 125 YEARS OF HERITAGE WITH AN ALL-NEW FOOTWEAR COLLECTION AND A GLOBAL MARKETING CAMPAIGN, #TRETORN125

New York, NY – August 3rd, 2016 – Tretorn, an iconic Swedish lifestyle brand today announces the launch of an all-new footwear collection for Fall 2016 that fuses the clean, fresh and playful spirit of Swedish design with an urban purpose. Tretorn is constantly evolving to bring innovative products that fit the modern consumer’s evolving lifestyle.

The Fall footwear collection launches with a line of reinvented and expanded Tretorn styles including sneakers and boots for men and women that offer function, comfort, and design suitable for an active everyday lifestyle. Drawing inspiration from heritage styles, the Match, Marley and Camden have been reinvented with rich fabrications and bold fall hues. The iconic Nylite has been updated with new materials such as suede, jersey and leather and is now available in both a hi-top and low-top silhouette.

KEY TECHNICAL FEATURES:

EcoOrtholite: Select footwear styles, including the heritage Nylite style, use Ortholite in a custom-designed footbed, an insole cell foam technology and bio-based formulation that provides superior cushioning, moisture management, performance and breathability.

Sympatex: Select weather styles are made of Sympatex, designed with top performance and eco-friendly materials. Sympatex outers offer comfort and protection in all weather conditions, are 100% waterproof, 100% recyclable and optimally breathable.

Thermal Sock: Unlike traditional rubber product, Tretorn’s rubber footwear has thermal sock insulation for long-term cushioning and warmth. With its lightweight design, the thermal sock provides a shock absorbent form that molds to the shape of the foot for maximized comfort.

In support of the Fall 2016 collection launch, Tretorn is activating a 360 marketing campaign inclusive of print and digital advertising and social influencer campaign, #Tretorn125 which celebrates the brand’s 125th anniversary. #Tretorn125 will feature brand ambassadors as they travel 125 miles to their favorite destination, as they showcase their everyday life outside - in cities and in nature and their Tretorn style. The week of August 22nd #Tretorn125 will kick off a season long activation of celebrity and influencer seeding of key styles.

For more information visit: Tretorn.com
Follow @Tretorn on Facebook, Instagram and Twitter.

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About Tretorn

Tretorn is a Swedish outdoor-lifestyle brand that sits at the intersection of outdoor, fashion and sports. Fusing function and style, the brand’s simple and clean designs are perfect for everyday lifestyle. Tretorn offers rubber boots, footwear, outerwear and riding boots for men, women and kids and tennis equipment. Tretorn is available in department stores and specialty retailers across Europe, North America and Japan and online worldwide at Tretorn.com. Tretorn is a trademark owned by ABG-Tretorn, LLC.

About Marc Fisher Footwear

Established in 2005, Marc Fisher Footwear is a leading manufacturer of today’s most coveted brands including Tretorn, Kendall + Kylie, Ivanka Trump, GUESS, Tommy Hilfiger and Sigerson Morrison along with the namesake brands – Marc Fisher and Marc Fisher LTD. Lead by an experienced executive team, the company is a full-service, product-driven fashion footwear company with talent and expertise in design, sales, manufacturing, distribution and marketing – all with dedicated and strategic direction for each brand within the portfolio. Headquartered in Greenwich, Connecticut with showrooms in New York City, Marc Fisher Footwear is sold worldwide through department stores, specialty stores and ecommerce sites.

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About Authentic Brands Group

Authentic Brands Group is a brand development company, which builds long-term value through the ownership of intellectual property associated with prominent entertainment, fashion, and sports brands. Headquartered in New York City, ABG enhances brand equity through partnering with best-in-class licensees and retailers. ABG's global portfolio of world-renowned brands includes Marilyn Monroe®, Mini Marilyn®, Elvis Presley®, Muhammad Ali®, Shaquille O'Neal®, Michael Jackson® *managed brand*, Juicy Couture®, Jones New York®, Judith Leiber®, Frederick's of Hollywood®, Adrienne Vittadini®, Taryn Rose®, Misook®, Hickey Freeman®, Hart Schaffner Marx®, Bobby Jones®, Spyder®, Tretorn®, Tapout®, Prince®, Airwalk®, Vision Street Wear®, and Hind®. www.abg-nyc.com

Press Contacts:

Tretorn Footwear:

Elizabeth Banach
Public Relations Manager, Marc Fisher Footwear
elizabeth.banach@fisherfootwear.com
212-600-1722

Tretorn Brand/ABG:

Haley Steinberg
Sr. Public Relations Manager, Authentic Brands Group
Hsteinberg@abg-nyc.com

Bridgette McGuire

Public Relations Coordinator, Authentic Brands Group
Bmcguire@abg-nyc.com