

# TRETORN

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## TRETORN CELEBRATES 50 YEARS OF THE ICONIC NYLITE WITH A CUSTOM ARTIST SERIES



**New York, NY - February 28, 2017-** In celebration of the 50<sup>th</sup> Anniversary of its iconic Nylite sneaker, Tretorn, the global footwear and outerwear brand, will partner with 50 top influential artists and tastemakers. Each artist will decorate a blank pair of Nylites with their own custom designs.

The program celebrates 50 years of the classic Nylite sneaker, a style icon since 1967, and the ultimate blank canvas. The custom artwork will be exhibited at events in 2017, culminating in an auction for charity at the end of the year. The roster of noteworthy artists include: Andre 3000 Benjamin, Jeff Staple, Jayson Atienza, Alexander-John, Mimi Yoon, Samara Shuter and Dominic Chambone. Exclusive artist content will be distributed and promoted via Tretorn digital channels as well as the artists own, using the designated hashtag #Nylite50.

"There are not many brands in the world that can seamlessly cross between having a legitimate sport heritage (tennis), a true fashion DNA and an authentic outdoor voice, Tretorn is that rare bird," notes Jeff Staple, Founder and Creative Director at Staple Design. "The Nylite is a perfect blank canvas for artists to express themselves. I am proud to be a part of the team curating and facilitating the conversation between creatives all over the world with Tretorn!"

"The Tretorn Nylite is an iconic sneaker that vibes with my style, which is a kind of street-prep mix. The white on white sneaker/wing combo is clean and causal, and made a great blank canvas to apply my signature style," says Jayson Atienza. "I added blue and red elements to celebrate Tretorn's colorful history, and I echoed these colors in my

watercolor painting of the sneaker, too. The Tretorn Nylite is timeless, and feels as fresh today as when it debuted 50 years ago.”

The signature Nylite sneaker became a favorite sneaker among tennis stars from Bjorn Borg to Martina Navratilova who wore it on and off court, rocketing it to celebrity status. In 1976 the Nylite made a Wimbledon appearance, which solidified it as the “preppy” must-have shoe. It’s flexible natural canvas upper is designed with a lace-up closure and made from environmentally friendly EcoOrtholite high performance sockliner and non-marking rubber sole.

“We continue to seek new and authentic ways in which to make Tretorn culturally relevant, and connect with our audience,” says Natasha Fishman, EVP of marketing at Authentic Brands Group, owner of the Tretorn brand.

“Design and artistry is so intrinsic to the Tretorn brand, that it just made sense to partner with artists who are tastemakers and ahead of the curve, and challenge them to interpret what the Tretorn brand and sneaker means to them,” states Marc Fisher, Founder of Marc Fisher Footwear, Tretorn’s footwear partner.

For more information visit: [Tretorn.com](https://www.tretorn.com) or 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](https://www.tretorn.com). Tretorn is a trademark owned by ABG-Tretorn, LLC.

### **About Marc Fisher Footwear**

Established in 2005, Marc Fisher Footwear company is a leading full-service, product-driven fashion footwear company with knowledge and expertise in design, sales, sourcing, distribution and marketing – all with dedicated and strategic direction for each brand within the portfolio, which includes GUESS, G by Guess, Tommy Hilfiger, Tretorn, Kendall + Kylie, Ivanka Trump, indigo rd., Unisa, and Sigerson Morrison along with the namesake brands – Marc Fisher and Marc Fisher LTD. Our diverse portfolio of globally recognized brands – available domestically and internationally via wholesale and retail channels – consistently meets the widest range of consumers’ fashion footwear needs, from classic to contemporary, sport to dress, men’s to women’s. Headquartered in Greenwich, Connecticut, with showrooms in New York City, Marc Fisher Footwear is sold worldwide through department stores, specialty stores and e-commerce channels.

**About Authentic Brands Group**

Authentic Brands Group (ABG) is a brand development and content company, which builds long-term value through the ownership of intellectual property associated with prominent fashion, sports, celebrity and entertainment 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®, Dr. J®, Thalia®, Michael Jackson® (managed brand), Juicy Couture®, Aéropostale®, 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](http://www.abg-nyc.com)

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