



## TRETORN DEBUTS THE ANDRÉ 3000 BENJAMIN SPRING 2018 FOOTWEAR COLLECTION

**NEW YORK, NY – NOVEMBER 2, 2017** – Tretorn, the iconic Swedish footwear and outerwear brand and André 3000 Benjamin, a globally renowned recording artist, songwriter, actor, designer and style icon, will debut the first-ever footwear collection by André 3000 Benjamin exclusively at ComplexCon on November 4<sup>th</sup>, 2017.

The highly anticipated collection was inspired by André's personal connection to the shoe as he was growing up in Atlanta. From André's original sketches to the completed line, the classic Nylite has been infused with the style icon's playful spirit and design sensibility. Until now, André's prowess as a sketch artist and painter has most famously been seen adorning the CDs inside the jewel cases from each album released by his Grammy Award winning, multi-platinum rap duo, Outkast. For the Tretorn collaboration, André has once again created original sketches that are being integrated into the capsule's branding - from his ant logo on the box, to sketches on the tissue paper inside.

"Growing up, we'd all put our personal stamp onto the blank canvas of the Nylite and I'd sketch out my own designs," says Benjamin. "This collaboration felt like fun because it brought me back to that place of personalizing these original designs."

"André's playful spirit and bold style are highlighted in this spring capsule collection which brings André's unique twist to Tretorn's classic footwear silhouettes," said Natasha Fishman, EVP Marketing ABG, owner of the Tretorn brand.

The "I André Benjamin will not draw in class" capsule collection features 10 unique designs including updates to the classic Tretorn styles. The sneakers include versions of André's classroom daydream sketches brought to life. The "Candy Cane" featuring a striped piping twist, will debut exclusively at ComplexCon in limited edition quantities on November 4<sup>th</sup> in Long Beach, California. The full collection features styles inspired by Tretorn's prep heritage with thick yellow and blue rugby-like stripes, purple terry cloth high tops, Velcro high tops, overdyed, and quilted materials with retail price points ranging from \$85 - \$250. The collection will roll out online at [www.tretorn.com](http://www.tretorn.com) launching November 6<sup>th</sup>

followed by top tier specialty stores including Kith, Maketto, Rime, Shoe Gallery, and Wish in early December 2017. The full collection will launch across specialty and department stores in February 2018.

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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 footwear, hosiery, apparel, and outerwear 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 Authentic Brands Group**

Authentic Brands Group is a brand development, marketing and entertainment company, which owns a global portfolio of lifestyle, sports, and celebrity and entertainment brands. Headquartered in New York City, ABG manages, elevates, and builds the long-term value of more than 29 consumer brands by partnering with best-in-class manufacturers, wholesalers, and retailers. Our brands span a global retail footprint of more than 2,100 doors across luxury, specialty, department stores, shop-in-shops, ecommerce, mid-tier, and mass channels.

ABG is committed to transforming brands by delivering compelling product, content, business, and immersive brand experiences. We create and activate original marketing strategies to drive the success of our brands across all consumer touchpoints, platforms, and emerging media. ABG's global portfolio of iconic and world-renowned brands includes Marilyn Monroe®, Mini Marilyn®, Elvis Presley®, Muhammad Ali®, Shaquille O'Neal®, Dr. J®, Greg Norman®, Neil Lane®, Thalia®, Michael Jackson® (managed brand), Aéropostale®, Juicy Couture®, Jones New York®, Judith Leiber®, Herve Leger®, Frederick's of Hollywood®, Frye®, Tretorn®, Adrienne Vittadini®, Taryn Rose®, Misook®, Hickey Freeman®, Hart Schaffner Marx®, Spyder®, Tapout®, Prince®, Airwalk®, Vision Street Wear®, and Hind®. [www.abg-nyc.com](http://www.abg-nyc.com)

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