

APPAREL AND ACCESSORIES

## Stone Island, New Balance putting best feet forward in new partnership

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*Stone Island and New Balance announce new long-term partnership. Image courtesy of New Balance*

By LUXURY DAILY NEWS SERVICE

Menswear brand Stone Island is announcing a long-term partnership with footwear and apparel brand New Balance.

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With collaborative products set to be released later this year, the two brands are highlighting their shared values based on functionality, creativity and data-driven design. The partnership will release a footwear collection with a series of installments that will be rolled out continuously over the next few years.

"Our collaboration with Stone Island is not only rooted in performance innovation but elevating our mutual values of premium craftsmanship and superior product quality," said Chris Davis, chief marketing officer at New Balance, in a statement. "Both New Balance and Stone Island are independently minded brands with strong aptitudes for calculated risk taking.

"We both pride ourselves on having our fingers on the pulse of culture, elevating our rich heritage and creating authentic brand experiences for our global consumers," he said. "We look forward to pushing the boundaries and experimenting with design."

Together in innovation

Stone Island and New Balance share similar values, including loyalty to family roots and heritage and dedication to research and experimentation.

The two brands believe that this is an example of brands coming together to form a unique and meaningful collaboration, paving the way to ultimately produce products from untapped opportunities.



*Last year, Moncler announced its acquisition of Italian sportswear competitor Stone Island. Image credit: Moncler*

"There are only a limited number of brands that can be referred as iconic," said Carlo Rivetti, president and creative director at Stone Island, in a statement. "They are so because of the consistency throughout their history, their strong vision and endless passion put into product making, always with the aim of serving the end users, with no concession to complacency.

"Stone Island and New Balance have shown that they are of this breed," he said. "To exchange concepts and ideas by opening doors to each other's research and development teams, with the aim to create great sound product, is exciting and the greatest message we can jointly convey to our audiences."

Last December, French-Italian outerwear brand Moncler announced its plans to acquire menswear brand Stone Island. By doing so, Moncler diversified with a more technical brand and will strengthen its presence as a sportswear company with younger consumers ([see story](#)).

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