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Subject: ASICS Unveils Wrestling Shoe Designed for Female Wrestlers
Date: July 7, 2021 at 3:24 PM
To: lanny@wrestlingusa.com

BK

Hi Lanny,

Hope you're going well. Wanted to share some news from ASICS as the brand has just launched a new wrestling shoe, Matblazer, designed specifically for the female wrestler. The driving force behind the shoes' design and construction is based on the understanding that anatomically the male foot and female foot are very different. Contrary to the shape and width of the typical male foot, the female foot, generally speaking, is wide at the ball of the foot but drastically reduces in width towards the midfoot and heel.

Thought you might find the news interesting. I've copied the press release below which outlines all of the design features.

Please let me know if you have any questions.

Best,
Brian

ASICS LAUNCHES THE MATBLAZER WRESTLING SHOE, THE SPORTS FIRST EVER WOMEN'S SPECIFIC SHOE FOR COMPETITION AND TRAINING

Engineered for female wrestlers, the MATBLAZER™ shoe is built to inspire confidence and improve performance on the wrestling mat

[July 2021 – BOSTON, MA] – ASICS is today launching the first ever women's specific wrestling shoe, the MATBLAZER™. The newly created wrestling model is designed to work with the athlete and elevate performance.

As participation in women's wrestling continues to grow across the United States, ASICS has designed and built a performance wrestling shoe specifically for the female athlete.



The MATBLAZER touts superior fit by addressing the anatomical differences between male and female feet. Utilizing a more tailored fit, the new shoe incorporates an asymmetrical lacing system, creating a more contoured and compression like feel. By improving the fit, the boot will move in-tune with the wrestler, generating less friction and rubbing while enhancing traction for dynamic movement.

Inspiration was drawn from ASICS' JB Elite model while building the MATBLAZER. Utilization of the split sole found on the JB ELITE™ wrestling shoe was ideal, as it optimizes flexibility without sacrificing grip properties and helps reduce weight for the athlete to feel grounded to the mat and light on their feet.

Personalization is an important aspect of an athlete's success. Through extensive market research, it became clear that female wrestlers often incorporate their personal style into competition – including colored laces, knee sleeves and socks.

The MATBLAZER will be offered in two colors at launch. The White/Mist colorway is light and airy with an iridescent application to add color-shifting visual effects. The Black/Rose Gold colorway balances the bold black base with rose gold accents that incorporate a very subtle shimmer effect.

Both colorways offer a secondary lace option for further personalization, while each boasts a marbled outsole.

The MATBLAZER is available now for purchase and the shoe will retail for \$95.

To find out more about the products, please visit asics.com.

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