

The true story of Onitsuka Tiger



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Onitsuka Tiger trainers (also branded under the company name of ASICS) are an exclusive collection of technologically-advanced footwear favoured by celebrities including Uma Thurman. This fantastic design collection features all the designs from the company's illustrious history including rare creations. The Onitsuka Tiger Story...In post-war Japan, what was there to do for a young man with a keen sense of business and an open eye for the misfortune surrounding him? He could offer his services to one of many small companies, or he could reluctantly try his luck on the black market, or he could come up with a product that would have some value for the youth in his country. Kihachiro Onitsuka did it all. Since then, ASICS has introduced a long line of revolutionary and effective technological features in sports shoes. ASICS[registered] GEL[registered] Cushioning System, SpEVA and the recently developed I.G.S.TM (Impact Guidance System) are some examples. Consequently, many international top athletes have won races, matches, medals and titles with the ongoing support of ASICS. And according to ASICS founder, Mr. Kihachiro Onitsuka, there is a lot more to

come, as he said in 1999...' This first half century was only the beginning.'

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