

# Reebok

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# EA7

EMPORIO ARMANI

## Giorgio Armani S.p.A. and Reebok International Ltd. announce new global alliance

**Milan - January 15, 2010** - Giorgio Armani S.p.A. and Reebok International Ltd. have today announced a multi-year global alliance to create a special collection, combining active style with sport and technology – EA7 and Emporio Armani labels, with their sporty and sexy lines, team up with Reebok's innovation and technologies, resulting in the ultimate activewear concept.

The collection is infused with Reebok's sporting DNA and its unique fitness and training heritage, within the contemporary vision of one of the world's leading fashion designers.

The first ever EA7/Reebok collection will be presented at Milan Fashion Week, within the Emporio Armani menswear show on January, 16<sup>th</sup> 2010. Distribution will be limited to Emporio Armani boutiques, select Reebok concept stores and preferred retailers worldwide, starting from July 2010.

"Today sportswear and active wear have become really important parts of our wardrobes. I wanted to offer my customers the possibility of wearing sports clothes that were stylish and comfortable. My new alliance with Reebok is a natural consequence of this philosophy. As with all my collaborations, I am delighted to be working with experts in their field," said Giorgio Armani.

"This collaboration offers a new perspective for the design-minded, fashion conscious, active consumer. The global style credentials of the Emporio Armani EA7 brand, combined with Reebok's fitness and training heritage, and focus going forward, fit together perfectly to provide

a compelling new offering in the global sports-style marketplace,” said Uli Becker, President, Reebok International.

**Reebok:**

Reebok International Ltd., headquartered in Canton, MA, USA, is a leading worldwide designer, marketer and distributor of sports, fitness and casual footwear, apparel and equipment. A subsidiary of the adidas Group, the company operates under the multiple divisions of the Reebok brand, Reebok-CCM Hockey and the Sports Licensed Division. For more information, visit Reebok at [www.reebok.com](http://www.reebok.com).

**The Armani Group:**

The Armani Group is one of the leading fashion and luxury goods groups in the world today with over 5,000 direct employees and 13 factories. It designs, manufactures, distributes and retails fashion and lifestyle products including apparel, accessories, eyewear, watches, jewellery, fragrances and cosmetics, and home furnishings under a range of brand names: Giorgio Armani Privé, Giorgio Armani, Armani Collezioni, Emporio Armani, AJ | Armani Jeans, EA7, A/X Armani Exchange, Armani Junior, Armani Teen, Armani Baby and Armani Casa.

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