



## **NB Lifestyle Announces Creative Directors and Branding Agency**

**BOSTON (October 17, 2008)** - New Balance continues its commitment to evolving the company's Lifestyle category this fall by announcing two Creative Directors and the hiring of renowned branding and advertising agency, Mother New York to work on its Lifestyle business.

New Balance has named Savania Davies-Keiller and Roberto Crivello, founders and designers of the high-tech fashion brand DDCLAB, as Creative Directors for New Balance. In their new role, Davies-Keiller and Crivello will set the creative direction for the sneaker brand's lifestyle category through their vision and innovative design approach.

The move to work with New Balance is a logical one for both Davies-Keiller and Crivello, who designed a well-received capsule collection for the brand for fall '08. In their new role, the two will deliver global products that seamlessly combine expert design and innovation. Their high-performance designs use breakthrough fabric technologies and inventive materials to create pieces that compliment a 21st century lifestyle.

"Our main goal with New Balance Lifestyle is to deliver shoes that can be worn to support an active lifestyle with a focus on design material and color," Davies-Keiller said. "For example, fall '08 includes fabrics such as aluminum coated rip-stop and steel infused nylons, soft gloved leathers and unique meshes."

The full range of New Balance Lifestyle shoes under Davies-Keiller/Crivello's direction will launch for spring 2009, however, select footwear designed by the duo will be available this fall at DDCLAB's newly built store located in the Soho district of New York City. Retail prices will start at \$100 and will be available at additional top retail locations including DDCLAB, Collette Paris, Barney's, Isetan and Fred Segal among others.

Further augmenting the brand's commitment to the Lifestyle category, renowned global agency, Mother, has been signed on as New Balance's global agency of record to support the Lifestyle category of the business.

"As we continue to shape and evolve our Lifestyle category, it is imperative to have the right agency on-board helping us to grow and define our footprint," stated Joe Casagrande, general manager, New Balance Lifestyle. "The amplified role of two talented Creative Directors complimented by the innovation and insight Mother brings to the table helps position New Balance as a brand that is serious about having a significant presence in the global Lifestyle market."

Proving the lifestyle industry's hunger for the fully integrated brand experience will be evident as Mother works to showcase the experience will be evident as Mother works to showcase the fusion of Davies-Keiller/Crivello's innovative textile and color expertise with the heritage authority New Balance has in the footwear market.

"There will be a great tale to tell as we help to shape this pioneering idea," said Linus Karlsson and Paul Malmstrom, partners at Mother. "We plan to work collectively to revitalize and lead the global fashion market by bringing New Balance Lifestyle to the



forefront of the category. Consumers can expect to see compelling New Balance Lifestyle products and compelling New Balance Lifestyle consumer experiences."

#### **About New Balance**

New Balance, headquartered in Boston, Mass. has the following mission: Demonstrating responsible leadership, we build global brands that athletes are proud to wear, associates are proud to create and communities are proud to host. New Balance employs more than 4,000 people around the globe, and in 2007 reported worldwide sales of \$1.63 billion. For more information please visit [www.newbalance.com](http://www.newbalance.com)

#### **About Mother**

Mother is a modern creative company at the intersection of advertising, graphic design, packaging, interactive, experience/events and product development. Mother New York is part of a ten-year old, independent global agency idea, which includes offices in London and Buenos Aires (Madre). Mother New York's clients include LVMH (10 Cane), Johnson & Johnson (Rembrandt, KY, St. Joseph Aspirin), Dell Computers, Coca Cola Company (Full Throttle) and NBC. Additionally, Mother creates everyday products like chewing gums, mints and books in collaboration with Blue Q. Mother also recently sold the majority stake in their innovative Dogmatic Gourmet Sausage System and helped open the new fast-food restaurant concept in NYC.

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