New Balance launches sneaker model in collaboration with Sneaker Freaker magazine

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New Balance and Sneaker Freaker magazine have launched a limited edition collaboration, which will be available worldwide on 23rd July.

It is always an event for the sporting shoes world when Australian magazine Sneaker Freaker collaborates with a footwear brand, as it did with Puma, Le Coq Sportif, Asics and others. New Balance too have produced limited edition models designed by Simon Wood of Sneaker Freaker in the past.

This time, it will be a 'New Balance 997.5' model, nicknamed 'Tassie Tiger', in reference to the Tasmanian tiger, an Australian marsupial that is now extinct. The shoe is chiefly in black and maroon colour, and will be launched exclusively first in Australia, on 16th July, then worldwide on 23rd July.

Sneaker Freaker magazine specialises in all things sneaker for sports shoes aficionados, and is published three times a year. Its website has 1 million daily visitors, while the magazine is also available at leading specialised retailers.

Translated by Nicola Mira

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