

CROSSOVER's New Balance Grey Day Collection Launch Reaches New Heights of Success



Malaysia, Kuala Lumpur, May 27, 2021 ([Issuewire.com](https://www.issuewire.com)) - CROSSOVER, a Malaysia-based lifestyle store riding high in success with the new launch of the [New Balance](#) much-awaited Annual Grey Day Collection. This limited edition launch included iterations of the 574 and U574 models in classic grey.

American sports footwear and apparel brand New Balance unveiled their 2021 iteration of its much-

anticipated collection for Grey Day, an annual celebration of the brand's heritage on May 15. This exclusive launch is synonymous with the brand's legacy over the years. Each year they celebrate their years of retail success of over a century with the primary color that represents their history and cultural impact. The color that has come to be at one with the brand name is grey.

The newly launched Annual Grey Day Collection incorporates 574 styles and a U574 counterpart: the classic grey 574, an exclusive 574 without the iconic New Balance "N" logo, dubbed the 574 Un-N-Ding, and a classic all-grey colorway. Suggested retail pricing will be RM479.00, and RM349.00, respectively.

Going back in history, the 574 which was first introduced in 1980 was a simple design experiment combining the best of a road and trail runner to create a true go-anywhere shoe. The 574 quickly began to blur the lines between performance and everyday wear and is now known worldwide for its versatility, classic design, and core grey colorway synonymous with brand heritage. With a tagline of "Worn by Anyone," the New Balance 574 has been one of the industry's most identifiable sneakers and today is one of the brand's best-selling silhouettes. The Grey Day collection pays homage to the 574 in grey by releasing the original alongside a reimagined style U574. The New Balance 574 is an iconic model, while the Grey Day exclusive no "N" 574 Un-N-ding puts a unique twist on the classic shoe by removing the oversized "N" from each side.

This year, New Balance collaborated with several of its star athlete ambassadors for the occasion of the Grey Day campaign including Coco Gauff, Jamal Murray, Sadio Mane, Sydney McLaughlin, and Tiago Lemos. By showcasing the grey styles on some of its leading athlete partners, New Balance reiterates its heritage and the versatility of the 574. Pat Cassidy, Global Director, Consumer Marketing & Athlete Activation says, "Grey Day is an important heritage story we can tell around our signature grey colorway and classic, 574 silhouettes. Our tagline of 'Worn by Anyone' is a nod to the past, present, and future of these iconic models." The limited-edition sneakers are being presented to the global market through CROSSOVER's store.

CROSSOVER started in 2005 as a small sneaker store in the heart of Johor Bahru, Johor, Malaysia. A true believer of individualism, CROSSOVER strives to breathe in a new culture and to bring together people with a passion for true self-independent and self-expression. For more information, visit their website at <https://crossoverconceptstore.com/>.



CROSSOVER Concept Store

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