



ホカオネオネ

## HOKA ONE ONE より、カーボン素材を採用した新モデル 「EVO CARBON ROCKET」が登場！ 2019年2月より発売開始！



(2019年1月25日)- TOKYO, Japan, 独自のテクノロジーによって極上の履き心地を実現する HOKA ONE ONE® ホカ オネオネ™ (a division of Deckers Brands/NYSE:DECK) は、世界で最も革新的なプレミアムランニングシューズブランドです。

このたび、最新技術を投入したアスリートのニーズに応える「EVO」シリーズより、新作モデル「EVO CARBON ROCKET (EVO カーボン ロケット)」「EVO REHI (EVO レヒ)」と、継続モデル「TRACER 2 (トレイサー 2)」の新色を2019年2月より発売します。販売は全国のスポーツ・アウトドア専門店、及びホカ オネオネ公式サイトです。

「EVO CARBON ROCKET」は、ソールに搭載したカーボン素材により、エネルギー損失を最小限に抑え推進力のある走りを可能にする新モデル。ホカ オネオネの契約アスリートである Cameron Levins (キャメロン・レビンス) が2018年10月にカナダで開催されたフルマラソンで着用し、カナダ記録を樹立、Mirinda Carfrae (ミリンダ・カーフレイ) は2018年10月ハワイ島のコナで開催されたアイアンマン世界選手権2018で5位に入賞しています。

商品の詳細については次ページ以降をご覧ください。

### BRAND DNA: Time To Fly

ホカ オネオネのブランドDNA

ホカ オネオネ™は、スポーツを楽しむすべての人にすべてのタイプのアスリートに向けたパフォーマンスフットウェアブランドです。通常よりも厚めのミッドソールが特徴のシューズは、クッション性と安定性を向上させることで、競走の激しい過酷なレースに挑戦するウルトラランナーにまず一番最初に受け入れられました。

そして、現在、ホカ オネオネ™のロードランニング、トレイルランニング、ハイキング、フィットネスシューズは、本格的なランナーからフィットネス愛好家まで、独特の履き心地と特徴的なパフォーマンス性能を楽しむ多くの人々に受け入れられています。

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アイアンマン世界選手権2018 5位入賞Mirinda Carfrae(ミリンダ・カーフレイ)

## ■ EVO CARBON ROCKET (EVO カーボン ロケット) NEW

この軽量のシューズはソールに搭載された革新的なカーボン素材が特長です。アウトソール上部は快適な走り心地を提供する柔らかいフォームで構成し、下部はグリップ性を高めるためにゴムを戦略的に配置し、耐久性に優れたラバーフォームを採用。そして上部と下部の間にカーボン素材のミッドソールを挟み込みました。これらの技術を全て組み合わせることでエネルギー損失を最小限に抑え、高い推進力を発揮します。

価 格: ¥18,000+税(税込 ¥19,440) 発 売: 2019年2月

展 開: Unisex(23.0cm - 30.0cm ・ 1色 ・ 218g/27cm) ソールスペック: オフセット1mm/ヒール26mm/フォアフット25mm

[テクノロジー] Midsole Volume / Meta Rocker Geometry / Active Footframe / PROFLY™

Unisex

Col: Citrus/Cyan



### TECHNOLOGY

[テクノロジー] Midsole Volume / Meta Rocker Geometry / Active Footframe / PROFLY™



・軽量のオープンエンジニアードメッシュが快適性と通気性を提供



・推進力と足のプロテクションを両立させたPROFLY™ミッドソール



・高反発クッションングと着地のためのラバーソール



## ■ EVO REHI (EVO レヒ) NEW

軽量素材MATRIX®アッパーと最低限のクッションを採用し、まるでシューズを履いていないかのような非常に軽い履き心地を提供します。非常に耐久性に優れており、速乾性のあるシエルもまるで羽のように軽く、EVO レヒのスピードの可能性があなたをレースの先頭へと導きます。

価格: ¥16,000+税(税込 ¥17,280) 発売: 2019年2月

展開: Men's (25.0cm - 30.0cm ・ 1色 ・ 190g/27cm) ソールスペック: オフセット4mm/ヒール17mm/フォアフット13mm

Women's (23.0cm - 26.0cm ・ 1色 ・ 164g/24cm) ソールスペック: オフセット4mm/ヒール15mm/フォアフット11mm

[テクノロジー] Midsole Volume / Meta Rocker Geometry / Active Footframe

Men's

Col: Citrus/Cyan

Women's

Col: Citrus/Cyan



## TECHNOLOGY

[テクノロジー] Midsole Volume / Meta Rocker Geometry / Active Footframe

[素材] MATRIX®



・重量を増やすことなく、かつてない強度と耐久性を実現するMATRIX®アッパー



・高反発クッションングと着地のための単一密度のラバーフォームアウトソール



・最大限の軽量化を図ったアウトソール



## ■ TRACER 2 (トレーサー 2)

軽量性、反発性、クッション性を兼ね備えたトレーサー 2は、高速かつ非常に軽いロードレース用シューズです。軽さとクッション性を兼備した、オリジナルモデルの特長はすべて残しつつ、PROFLY™ミッドソールが、かかとのクッション性と前足部の高い反発性、靴下のようなフィット感で、独自のプロテクションとパフォーマンスを実現します。さらに、エンジニアードメッシュを採用した超軽量のアッパーとTPUオーバーレイが走りのパフォーマンスにも貢献しています。

価 格: ¥17,000+税(税込 ¥18,360) 発 売: 2019年2月

展 開: Men's(25.0cm - 30.0cm ・ 1色 ・ 217g/27cm) ソールスペック: オフセット4mm/ヒール22mm/フォアフット18mm

[テクノロジー] Midsole Volume / Meta Rocker Geometry / PROFLY™

Men's

Col: Storm Blue/Lime Green



NEW

## TECHNOLOGY

[テクノロジー] Midsole Volume / Meta Rocker Geometry / PROFLY™

[素材] Ortholite®



- ・通気性とフィット感の高いエンジニアードメッシュアッパー
- ・3Dパフプリントにより、軽量性、フィット感、細やかなサポートを実現
- ・一体成型のOrtholite®ソックライナーでぴったりとしたフィット感と快適な足取りを提供



- ・かかと付近から始まるメタロッカーでスムーズな走りを実現
- ・推進力と足のプロテクションを両立させたPROFLY™ミッドソール



- ・地面との接触が多い部分にはラバーが搭載され、軽さを損なうことなく耐久性を強化



## ■ EVO MAFATE (EVO マファテ) 【継続モデル】

EVO マファテはホカ オネオネ独自の特長である、メタロッカー、アクティブフットフレーム、ボリュウムミッドソールをはじめ、トレイルシューズの革新的テクノロジーが注ぎ込まれています。ミッドソールにはR-BOUND™を採用して、反応性、グリップ性、耐久性を高め、MATRYX®ファブリックのアッパーはこれまでにない優れたホールド性とサポート性を発揮します。

アウトソールには5mm高のVibram®MegaGripのラグが備わり、起伏の激しい路面でも優れたグリップを発揮します。

価 格: ¥22,000+税(税込 ¥23,760) 発 売: 2019年1月

展 開: Men's(25.0cm - 30.0cm・1色・270g/27cm) ソールスペック: オフセット4mm/ヒール33mm/フォアフット29mm

[テクノロジー] Midsole Volume / Meta Rocker Geometry / Active Footframe

Men's

Col: Cyan/Citrus



## TECHNOLOGY

[テクノロジー] Midsole Volume / Meta Rocker Geometry / Active Footframe

[素材] Ortholite® / R-BOUND™ / MATRYX® / Vibram®



- ・優れたホールド性、サポート性、耐久性を発揮するMATRYX®ファブリックのアッパー
- ・ノンウィキングファブリックはシューズ内の排水を最適化
- ・あらゆる条件下でも耐久性を向上させる高摩擦MATRYX®アッパー素材
- ・パッドの入ったマイクロファイバーの軽量シュータンが優れた快適性を提供



- ・かかと付近から始まるメタロッカーでスムーズな走りを実現
- ・ロングレースで威力を発揮する、極上のクッション性と軽さが特長のEVAトップミッドソール
- ・R-BOUND™ミッド / アウトソールが高い反発力を発揮
- ・中足部のコントロールのために施された、土踏まずにあるポッド状のサポート



- ・5mmのラグを持つVibram®メガグリップハイトラクションアウトソール
- ・起伏の激しい路面でも優れたグリップを発揮する独自のラグパターン
- ・ウェットな路面でもグリップ力を発揮するようにラバーグリップを配置



#### **【About Deckers Brands】**

Deckers Brandsは、イノベティブなフットウェア、アパレル、ファッション小物のデザイン、販売、卸売を行うグローバルリーダーとして、カジュアルなライフスタイルで日常的に使うアイテムと、ハイパフォーマンスな活動にふさわしい製品の両方を手掛けています。

ブランドポートフォリオには、UGG®、Koolaburra®、HOKA ONE ONE®、Teva®、Sanuk®があります。

Deckers Brandsの製品は、50を超える国と地域において、特定のデパートおよび専門店、当社が所有・運営する小売店、当社所有のウェブサイトを含む特定のオンラインストアで販売されています。Deckers Brandsは、フットウェアのニッチブランドを世界中から何百万人もの愛用者を引きつける市場屈指のライフスタイルへと成長させる、40年にわたる実績を持っています。

詳しくは [www.deckers.com](http://www.deckers.com) をご覧ください。

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【お問い合わせ先】 デッカーズジャパン TEL:0120-710-844 [www.hokaoneone.jp](http://www.hokaoneone.jp)