



NEW BALANCE TEAMS UP WITH THE MTA, NEW YORK CITY'S TRANSIT AUTHORITY, ON AN EXCLUSIVE MADE IN UK 920.

MAY 2021 – On May 8th, New Balance and The Metropolitan Transportation Authority (MTA) will release an officially licensed Made in UK 920, exclusively licensed by Moxie & Company, LLC and available globally at Dover Street Market (London, New York, Ginza, Singapore, LA).

Crafted in New Balance's UK home of Flimby, Cumbria, the 920 for the MTA has been designed with New York's subway in mind. The silhouette has been constructed in a classic grey hue with revamped mesh, reflective details and features official MTA logo branding on the heel and inserts.

A story spanning multiple time zones and a shoe made in the UK but worn on the streets of New York, the New Balance x MTA 920 cements the relationship between two historical entities.

Campaign Credits:

Creative Direction - Lee Stuart @lee_stuart

Video Direction - Gogy Esparza @_gogito

Music - Onyx Collective @onyxcollective1

Photography - Stephen John Irby @stevesweatpants

Styling - Courtney Morston @_corecouture

Models - Courtney Morston @_corecouture & Vladdimir Gomes @vladdy__g

MORE INFORMATION

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ABOUT MOXIE & COMPANY

Moxie & Co. is a full-service global brand management and licensing agency. Headquartered in Westport CT, Moxie represents a diverse portfolio of designers and book-based brands including The MTA (The New York City Subway), Molly Hatch, and Raggedy Ann & Andy. Moxie develops and manages strategic licensing programs across a wide array of product categories at all levels of retail around the globe. For more information, visit www.moxieco.com.

ABOUT NEW BALANCE



New Balance, headquartered in Boston, MA 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.
Manufactured in the U.S. for over 75 years and representing a limited portion of our U.S. sales, New Balance Made U.S. is a premium collection that contains a domestic value of 70% or greater. New Balance owns five factories in New England and one in Flimby, U.K. New Balance employs more than 6,000 associates around the globe, and in 2019 reported worldwide sales of \$4.0 billion. To learn more about New Balance, please visit www.newbalance.com and for the latest press information please visit <http://newbalance.newsmarket.com> ###