

SIKSILK MAKO

FASHION BRAND SIKSILK LAUNCHES ITS VERY FIRST PERFORMANCE TRAINER, THE MAKO.

GLOBAL APPAREL RETAILER SIKSILK HAS HIT THE FOOTWEAR MARKET WITH THEIR PERFORMANCE SHOE, SET TO RIVAL THE NIKE PEGASUS 38.

SINCE THEIR LAUNCH IN 2012, SIKSILK HAS EXPERIENCED PHENOMENAL GLOBAL GROWTH WITH THEIR STREETWEAR AND ATHLEISURE APPAREL. THE RETAILER, WHO ALSO LAUNCHED A COLLABORATION WITH FOOTBALL LEGEND'S THE MESSI BRAND IN 2021, HAS RECENTLY GONE LIVE WITH A NEW FOOTWEAR RANGE, WITH THE MAKO BEING THE STAND-OUT STAR.

NAMED AFTER THE FASTEST SHARK IN THE OCEAN, THE MAKO SHARK IS SAID TO LEAP OUT THE WATER AND DIVE DOWN REPEATEDLY TO CREATE SPEED AND INCREASE MOMENTUM, THE NAME REPRESENTS THE MOMENTUM THAT A WEARER WILL ACHIEVE WITH THE NEW SHOE'S UNIQUE CONSTRUCTION.

THE SHOE HAS UNDERGONE THOUSANDS OF KILOMETRES OF WEAR-TESTING, TO ENSURE IT'S A TRAINER THAT CAN CONFIDENTLY COMPETE ALONGSIDE OTHERS CURRENTLY DEEMED BEST IN THE PERFORMANCE MARKET.

IT'S NOT ONLY A SPORT SHOE DESIGNED TO HELP WEARERS ACHIEVE SPEED, COMFORT AND MOMENTUM, BUT ALSO A STYLE PIECE, THAT CAN BE STYLED FOR WHEREVER YOU WANT TO WEAR IT.

THE MAKO IS GOING LIVE FOLLOWING SIKSILK'S RECRUITMENT DRIVE TO ESTABLISH A **BEST IN BUSINESS FOOTWEAR DESIGN TEAM**, SETTING UP A BRAND-NEW FOOTWEAR STUDIO IN THE CENTRE OF GLASGOW. SIKSILK KNEW THEY WANTED TO LAUNCH A FOOTWEAR RANGE THAT NOT ONLY OFFERED **UNBEATABLE STYLE AND OUTSTANDING CRAFTSMANSHIP**, BUT ALSO MATCHED THE COMPANY'S VISION OF BECOMING A **SUSTAINABLE FASHION BRAND**, WITH THE MAKO ALSO MADE ENTIRELY FROM VEGAN MATERIALS.



#FOLLOWTHEMOVEMENT

DANIEL COCKING IS SIKSILK'S HEAD OF FOOTWEAR DESIGN AND JOINED SIKSILK FOLLOWING A PREVIOUS TENURE AT ADIDAS, WHERE HE WAS PART OF THE TEAM INVOLVED IN THE DEVELOPMENT OF THE ICONIC ADIDAS ULTRABOOST.

DANIEL SAYS, "SIKSILK FOOTWEAR IS ON A MISSION TO PROGRESS FROM MERELY HAVING A FOOTWEAR RANGE TO CREATING GLOBAL FOOTWEAR ICONS. WITH A REAL FOCUS ON OUTSTANDING CRAFTSMANSHIP, WE CAN'T WAIT TO LAUNCH THE MAKO. IT'S A SHOE WE'RE EXTREMELY PROUD OF FROM BOTH A PERFORMANCE AND STYLE STANDPOINT AND KNOW THE ENGINEERING THAT WENT INTO THE DESIGN IS FIRST CLASS.

WE WANT THE MAKO TO INSPIRE CONFIDENCE, WHETHER THAT BE ON THE RUNNING TRACK, IN THE GYM OR ON A NIGHT OUT. THE TRAINER PRIDES ITSELF ON ITS USE OF TOP TIER PERFORMANCE MATERIALS AND CHOOSES CONSTRUCTION METHODS USUALLY SAVED FOR THE TOP TIER PRICE POINTS. OUR AIM WAS TO BUILD A BEST IN CLASS RUNNING SHOE, BUT AT A MUCH MORE ACCESSIBLE PRICE POINT. WE BELIEVE WE'VE DONE THAT AND WE ARE EXCITED TO SHOW WHERE THIS MAKO FRANCHISE CAN GO."

THE UNISEX MAKO IS AVAILABLE IN SIZES 3 - 12, WITH FOUR DIFFERENT COLOUR-WAYS.



SIKSILK IS A BRITISH BORN, ATHLETICALLY STYLED GLOBAL FASHION BRAND LAUNCHED IN 2012, WITH MAJOR INSPIRATION DRAWN FROM TOP ATHLETES ACROSS THE WORLD.

FROM BASEBALL CAPS AND JERSEYS TO WORLD-CLASS STYLE COLLABORATIONS, THE FUTURE IS MASSIVE FOR SIKSILK AS THE BUSINESS CONTINUES TO EXPAND GLOBALLY AND BUILD THE BRAND INTO A LIFESTYLE, CREATING A MOVEMENT OF YOUTH CULTURE, WITH CONSUMERS WHO ARE OUT BEING CREATIVE AND MAKING A STATEMENT IN WHAT THEY WEAR.

OPERATING ACROSS MULTI-SITES, THE BRAND HAS A SOCIAL MEDIA REACH OF OVER 1.2MILLION

FOR FURTHER DETAIL, OR TO DISCUSS ANYTHING CONTAINED IN THIS RELEASE, PLEASE CONTACT:

AIMEE GREENSMITH
PR & COMMUNICATIONS MANAGER
AIMEE.GREENSMITH@SIKSILK.COM

#FOLLOWTHEMOVEMENT