

# THE POWER OF PR



new balance

## THIS IS NEW BALANCE

### HISTORY OF NEW BALANCE

New Balance introduced their first running shoes ever designed by Riley.



1938

The company was purchased again by Jim David.



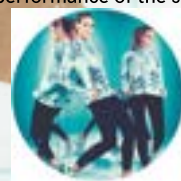
1972

Model 1500 was on a high sale after President Bill Clinton wore them.



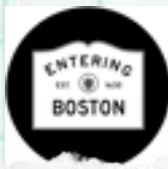
1993

Introduced the new technology - Fresh Foam which improves the performance of the shoes.



2014

1906



Founded by an English immigrant - William J. Riley in Boston, Massachusetts.

1956



Bought by Eleanor Hall and her husband - Paul Kidd.

1978



New Balance released their first sports clothing products.

2001



New Balance acquired P.F.Flyer. Steve Jobs was also a fan of New Balance

### COMPANY STATISTICS

\$4 Billion

Revenue in 2020

-2.4%

Revenue Change

8000

Employees

120

Countries

### BRAND AMBASSADORS

IU



JADEN SMITH



### COLLABORATIONS

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AIMÉ LEON DORE

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