

TROPICAL FUN MEETS URBAN GRIT WITH THE NEW BALANCE URBAN ISLANDER COLLECTION BY SBTG AND LIMITED EDT

Kick your feet up and dive into the creative minds of Singapore's OG sneaker artist, Mark Ong, a.k.a, Mr Sabotage and leading local sneaker boutique, Limited Edt.



Get off the beaten path and explore the undiscovered with the latest **New Balance Urban Islander Collection by SBTG and Limited Edt.** The capsule collection marks New Balance's first-of-its-kind collaboration with two of Singapore's most formidable streetwear authorities that have revolutionised and shaped the sneaker subculture, both locally and regionally. Where tropical fun meets urban grit, the **Urban Islander Collection** embodies the free-spirited nature of world-renowned Singapore streetwear designer, Mark Ong, who goes by the moniker Mr Sabotage, and the tenacity of leading local niche sneaker boutique, Limited Edt.

Defined as **an inhabitant of our sunny island with a deep interest in style, music, art and subculture**, the **Urban Islander** is **highly creative and makes playgrounds out of the streets and paths less travelled.** The concept also epitomises the contrast between Singapore being an urban city that is at the same time, the perfect tropical beach getaway.

"The Urban Islander collection is inspired by our beautiful country, which is both a metropolitan city and a tropical island. I wanted to transfer the unique feelings and impressions from the opposite spectrums onto this collaborative project, hence the name Urban Islander.", said Mark Ong, founder of streetwear label SBTG.

Headlined by the **New Balance 327 sneakers** and **900 sandals**, the **Urban Islander Collection** is the re-imagination of New Balance's iconic footwear through the eyes of Singapore's OG sneaker artist. Having designed for the likes of American musician, Mike Shinoda, and basketball legend, Kobe Bryant, the collection stays true to Mark's **signature military and vintage style**, which sets the tone and **elevates the identity of the Urban Islander**.



The flagship **327 sneakers** is a re-invented classic, with its distinguished silhouette inspired by the New Balance 320, the most sought-after running shoes of the 1970s. The lightweight upper makes the 327 extremely comfortable for all-day wear, **cementing its position as the ultimate athleisure shoe**. The soft EVA midsole provides lightweight cushioning with a grippy rubber tread for traction that keeps **Urban Islanders** grounded on the streets.

Its open-toed counterpart, the **900 sandals**, is perfect for those on-the-go with its cushy yet featherweight VersaLite midsole technology and NB Comfort insert. With a BOA closure system for quick fit adjustments, this multi-strap sandals will get you moving in no time. Splashed with motifs inspired by our urban island, this summer essential is up for any adventure, be it treading the urban jungle or indulging in that fun getaway to the island beach.

The **Urban Islander Collection** also comprises of other merchandise including shirts, towels and a tote bag in summer-inspired motifs, camo prints and bold colours that complete the look, character and experience of an **Urban Islander**.

Aside from introducing a fresh and tropical take on local streetwear, the collaborative collection is also a celebration of the longstanding partnership between New Balance, SBTG and Limited Edt. The first collaboration between Limited Edt and New Balance began in 2008, while Mr Sabotage is no stranger to the brand either. On a personal level, Mandeep Chopra, the man behind Limited Edt, and Mark Ong have built a solid, decade-long friendship over the years; both of whom have several collaborations with New Balance under their belts respectively.



Noteworthy New Balance and Limited Edt collaborations include the Made In UK 577 trilogy series launched over a six-year period from 2008 to 2014, and the exclusive ML574 Dragon of the Year collection in 2012. Mark, on the other hand, had previously partnered New York Artist, Methamphibian, in 2008 to develop the 576 “Heaven and Hell” collection, and also lent his iconic touch to the MRT580SM in 2013, amongst his illustrious collaborations with New Balance.

Finally coming together for a three-way collaboration, the stellar chemistry between New Balance, SBTG and Limited Edt has resulted in the birth of **Urban Islander** – a collection with an authentic grunge aesthetic that raises the bar on local streetwear style.

“Mark and I go back a long way – we’ve charted our individual paths, but are intrinsically linked in our goals, which are to always do what we love, and shine some light on our tiny island to the rest of the world. Now, we finally get to team up for New Balance – a brand that is close to our hearts and doing great things. This is our most ambitious project thus far, in terms of the scope and collection of products, so I’m super excited to unveil this collection not just to Singapore, but also to a global audience.”, says Mandeep Chopra, founder of Limited Edt, Singapore’s first dedicated sneaker boutique.

From 15 October – 16 November 2020, experience the **Urban Islander** lifestyle at the **Urban Playground**, located at **Limited Edt’s first ready-to-wear and lifestyle concept, CHAMBER, Wisma Atria**. CHAMBER houses a covetable curation of multi-brand products and exclusive collaborations, and is the absolute one-stop destination for streetwear aficionados to cop the swankiest drops.

Expect a transformed space with colourful wall-to-wall prints, park benches, mini slides and playful, tropical accents that create the perfect getaway for **Urban Islanders** in true Sabotage style. Highlights include different pre-animated screens inspired by Mark’s artwork that members of the public can take photos with, as well as interactive QR codes embedded in various elements of the playground that will offer styling tips and shed light about the inspiration behind the collection.

Other ways to experience the life of an **Urban Islander** include a specially-designed Instagram filter to soak up the island spirit, as well as a dedicated [microsite](#) (which will be live from 13 October 2020) to experience and learn more about the collection.



The New Balance Urban Islander Collection by SBTG and Limited Edt includes the 327 sneakers (S\$189), 900 sandals with socks (S\$159), a shirt in two colourways (S\$89), a tote bag (S\$79), and a towel in three colourways (S\$39). Available exclusively at Limited Edt CHAMBER, urbanislander.limitededt.com and sbtgsurplus.com from 15 October.

For hi-res images, please download [here](#).

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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. New Balance is currently the only major shoe company that manufactures athletic footwear in the U.S. with 25% of our sales in the U.S. produced at five New England facilities. The company also operates a manufacturing facility in Flimby, U.K. New Balance employs more than 4,000 associates around the globe, and in 2012 reported worldwide sales of \$2.39 billion. To learn more about how New Balance Makes Excellent Happen, please visit <https://www.newbalance.com>.

About SBTG

SBTG's artistic practice is one infused with moral courage; living by the punk and skateboarding tenet of having the freedom to be what they want, they pursued a path in design and arts independently, relying on discipline, hard work, and DIY entrepreneurialism. Mostly known for their sneaker collaborations and design work with major brands, the husband-and-wife team continues to experiment and push the boundaries of sneaker customisation on a daily basis. For more information, please visit <https://sbtgsurplus.com>.

About Limited Edt

Since its inception in 2003, Limited Edt has been at the forefront of the local sneaker scene as the first-ever retailer dedicated to lifestyle sneakers in Singapore. Over the years, the brand has grown to 15 stores island wide, with each of its multiple sub-brands catering to niche markets in the sneaker scene. The stores have also secured Limited Edt's position as the premier retailer of sneakers in Singapore and within the region. New Balance and Limited Edt are long-time collaborators and first worked on a collaboration in 2008 on a Made in UK 577, which marked the first time a store in Southeast Asia collaborated with a major footwear brand. For more information, please visit www.limitededt.com