

Onitsuka Tiger Launches Its First Unisex Fragrance Collection

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Japanese heritage brand **Onitsuka Tiger** has entered the world of fragrances with the launch of its inaugural scent collection, marking a significant expansion beyond its signature footwear and lifestyle products. The new fragrance line reflects the brand's commitment to lifestyle innovation while strengthening its appeal across fashion and sensory experiences.

The fragrance launch takes inspiration from the brand's deep roots in movement, culture, and creativity, blending subtle aesthetics with a modern sensibility. Designed for both men and women, the unisex collection aims to capture the essence of *authentic expression and effortless style* that Onitsuka Tiger has championed since its founding.

Brand representatives have described the scents as embodying *vibrancy, urban spirit, and refined freshness*, with compositions that fit seamlessly into everyday wear as well as special occasions. The move into fragrances aligns with a broader trend among global fashion houses to diversify into lifestyle categories that enhance brand identity beyond apparel and accessories.

Industry observers note that the launch could help Onitsuka Tiger strengthen emotional connections with its audience, attract new consumer segments, and compete in a growing premium lifestyle market where scent plays an increasingly important role in personal branding.

Available across select global stores and online retail platforms, the Onitsuka Tiger fragrances are expected to roll out in more markets in the coming months, offering fans of the brand a fresh way to experience its design philosophy beyond footwear.

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