

ASICS × doublet Jurassic Sneaker Launch

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Sportswear innovator **ASICS SportStyle** has teamed up with **Japanese fashion label doublet** to release a striking new sneaker inspired by the **Jurassic period**, blending imaginative design with performance heritage. The collaborative silhouette, named the **GEL-QUANTUM 360 I AMP**, infuses prehistoric imagery into modern footwear for a bold and playful aesthetic.

This release marks another creative milestone for ASICS' SportStyle category — a segment that connects technical performance DNA with lifestyle-forward design — while showcasing doublet's signature conceptual approach that reimagines functional footwear as a canvas for storytelling.

Design Inspired by the Jurassic World

The standout feature of the sneaker is its **dinosaur-inspired design theme**. The graphic upper showcases a bold print of a dinosaur's head that stretches across the entire shoe, creating a visually striking silhouette reminiscent of prehistoric life.

Using **3D printing and textured finishes**, the shoe's surface mimics **reptilian skin**, and strategically placed polyurethane elements give the impression that the dinosaur's features rise from the sneaker's exterior.

The **sole's colour palette** — which evokes the look of dinosaur **teeth and gums** — adds to the immersive theme. When both heels are placed together and the toes flex, the design playfully suggests a dinosaur opening and closing its jaws — inviting wearers to interact with the sneaker in everyday moments.

Performance Meets Playful Fantasy

Despite its imaginative aesthetic, the GEL-QUANTUM 360 I AMP remains rooted in ASICS' **performance technology**. The model incorporates the brand's well-known GEL cushioning system, delivering comfort and responsiveness beneath the eye-catching exterior.

This combination of **technical function and expressive design** reflects both ASICS' ongoing commitment to innovation and doublet's vision of elevating footwear into wearable art — creating pieces that resonate with sneaker enthusiasts seeking both **style and substance**.

A Limited Edition for Sneaker Lovers

The Jurassic-themed collaboration caps a series of unique footwear projects under the ASICS × doublet banner, following previous experimental designs that have combined performance silhouettes with conceptual fashion narratives.

Released in early January 2026, the GEL-QUANTUM 360 I AMP quickly gained attention from collectors and trendsetters drawn to its **avant-garde styling** and crossover appeal between **sport and street culture**.

Moving Sneakers Beyond Function

By combining playful prehistoric imagery with advanced sneaker technology, ASICS and doublet are pushing footwear into creative new territory — proving that performance shoes can also be **bold fashion statements and conversation pieces**. This collaboration highlights the growing appeal of design-driven sneakers that blur the boundaries between art, culture and athletic gear.

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