

ASICS Unveils Movement?Inspired Global Brand Push for 2026

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Japanese athletic brand **ASICS** has unveiled its latest worldwide brand initiative, titled “**Move Your Body, Move Your Mind,**” reinforcing the company’s long-standing belief in the positive link between physical activity and mental well-being. The campaign launched in January 2026 and underscores ASICS’ commitment to highlighting the *transformative power of movement* for people of all fitness levels.

Rooted in the brand’s 75-year heritage — derived from the Latin phrase “*Anima sana in corpore sano*” (a sound mind in a sound body) — the campaign brings that philosophy to life through dynamic storytelling, athletic showcases and inspirational messaging.

Meaning Behind the Message

The essence of “Move Your Body, Move Your Mind” is simple yet powerful: **physical movement can uplift mental state** and help individuals feel more balanced, confident and energized. ASICS will broadcast the campaign across **digital platforms, social channels, broadcast media and retail environments** throughout 2026.

Campaign Highlights and Creative Direction

Creative elements of the campaign include **brand films focused on everyday movement** — from city runs to tennis rallies — set to a **reimagined version of The Beach Boys’ classic track “Good Vibrations,”** a choice meant to evoke joy and momentum. These films follow individuals overcoming moments of stagnation or stress and finding renewed energy through motion, reinforcing the idea that even a short bout of exercise can improve outlook and mood.

In addition to visual storytelling, ASICS is spotlighting its latest footwear innovations, including the **GEL-NIMBUS™ 28** running shoe, positioning the product as a companion to both lifestyle movement and athletic performance.

A Broader Strategic Focus

By centering movement’s benefit to both **body and mind**, the campaign also reflects broader trends in the wellness industry, where holistic health — balancing physical activity with emotional well-being — resonates strongly with today’s consumers. ASICS’ approach encourages people to view fitness not just as performance, but as a tool for everyday mental clarity and joy.

The global rollout — featuring athletes, everyday movers and cultural storytelling — aims to make the idea of movement more accessible, relevant and uplifting across international markets throughout 2026 and beyond.

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