Etonic

SINCE 1876



EMPIRE FIT V1



PRISM FIT V1

RUNNING COLLECTION / 2027

150th Etonic

AN AMERICAN ORIGINAL.

A shoemaking heritage that began in Brockton, Massachusetts.







You don't have bats, racquets, clubs, gloves, nets or goal posts. For a runner, the equipment list is simple: your body and your shoes.
And it's no secret that the right shoe can make a difference as to how the rest of your equipment will function.
That's why we build so much protection into Etonic/km running shoes. We start with the Dr. Rob Roy McGregor one-piece heel/arch support.* This unique device encourages a more rounded heel, gently forcing your natural padding under the foot to provide its own cushioning. So your foot acts as a natural shock absorber, helping the rest of your body to withstand the continuous jarring inherent in long distance running.
Etonic/km also incorporates a flared heel for greater stability, a sturdy heel counter for increased support, a high, wide toe box to minimize toe irritations and many other highly protective features. All available for men and women in our tough, lightweight *Street Fighter*® and the highly acclaimed *Km-501*.
Protect your body in Etonic/km running shoes.



Etonic/km
Running Shoes



The Etonic reaction

That Winning Feeling.
That special satisfaction when you know you've never played better. Etonic knows that feeling. That's why Etonic designs sports footwear around the sports foot.



Like the **Fred Perry**™ tennis shoe, the Answer **Super light** and **durable. Breathable** Ori-Mesh nylon upper reinforced at critical stress points with suede. Resilient, long lasting polyurethane sole. And our exclusive, fully molded Etonic Foot-Cradle shapes itself to the foot to provide you with **a comfortable advantage**, set after set. So, if you're getting ready for a friendly match, or for your next tournament—Etonic wants you to have that **winning feeling.**
And with Etonic, winning never felt better.

Etonic. Winning never felt better.



THE ECLIPSE RACING FLAT.
NOW YOU CAN TEST THE INNER LIMITS.

Etonic
Sports Footwear & Apparel



Things are hard on the streets these days. Protect yourself with Street Fighters from Athletic Attic.



Plus a highly abrasion resistant outer sole for really long wear.
You've got to protect yourself on the streets these days. Try on a pair of Etonic Street Fighters at your nearest Athletic Attic today.

athletic attic

TOTAL ECLIPSE



Etonic



We sell quality by the running foot.

Go for top of the line, not run-of-the-mill.
A trip to Foot Locker can make the difference between the perfect runner you are and the ultimate one you could be.
That's because we've got the right shoes for your style of running. Names like Adidas, Nike, Reno, Etonic, Saucony, Brooks, Osaga, New Balance, Tiger, Spalding, Avia, Asics, Puma.
For men and women.
Plus clothing to make you look like you're going from—just standing still.
Our people run ahead of the pack too. Because they make it their business to know as much about sports shoes as they do about individual sports.
That's professionalism. It runs in the family at Foot Locker.

Foot Locker
America's most complete athletic footwear store







Introducing a unique concept in running shoe protection.

The Stabilizer™ starts with a totally new rear-foot design, incorporating a slightly higher, smaller top opening to better hug the foot and improve comfort and fit (particularly important for those with narrow heels). Plus a unique lacing system to adjust the rear fit firmly and precisely just like on the front of any shoe. This system can be laced on both or either side, on each foot, or laced conventionally, according to an individual's needs.
The lacing helps your foot and shoe work as one, a necessity for proper control. This helps reduce lateral roll, a problem identified with many injuries.



This new rearfoot stabilizing system was designed by Dr. Rob Roy McGregor, inventor of the highly acclaimed Etonic one piece heel and arch support. In fact, that device performs its shock-absorbing function even better in The Stabilizer as a result of the improved fit and shaping at the heel.
The Stabilizer also lives up to its name with an improved forefoot design, featuring a leather re-enforcing bar for greater support and lateral stability at the ball of the foot.
We've combined these new stability features with the proven protection feature of the Etonic/km and Street Fighter. The result is a unique new training shoe for men and women. The Stabilizer. It's a giant step in the development of training shoes.

Etonic/km
Running Shoes by Etonic



Villanova Your number one value in long-distance training shoes. The Villanova offers full features of shoes costing up to $10.00 more. Very wide heel and leather heel-cup counter combine for maximum stability. Excellent cushioning with arch supports, fully padded ankle, foam fabric insoles. Long wear. Blue nylon uppers with orange stripes and heel tab. Sizes: 4-13. $19.95.

320 Features wide built-up heel for stability and Achilles tendon protection. Mid-sole and heel wedge give ultimate cushioning and shock support. Full ankle pad and leather counter. Unique "instep saddle" adds arch and longitudinal support and eliminates the need for constrictive lacing to the toe. Blue nylon uppers are lined to virtually eliminate blisters and break in time. Three widths and a wide size selection assure a glove fit for every runner. Sizes 2½-15. Widths B, D, E. $27.95.

Etonic This excellent training shoe features the unique McGregor Heel Arch Support. Designed by a runner/foot doctor, this support cradles the heel with a synthetic foam material that molds to your foot shape. It eliminates heel movement and insures perfect position of the foot at heel strike. Also gives arch superior support. Wide flared heel with elevated heel wedge rolled for natural heel strike. High-wide toe box for freedom of movement. Royal blue nylon uppers with white leather stripe. Sizes: 7-12. $24.95.







Etonic. Winning never felt better.

Run to Foot Locker before you dash off down the wrong path.



At Foot Locker, we'll make sure you get off on the right path with the proper shoes for your particular style of running. Whether you're into jogging, track, cross-country—or just run around, everything's right at your feet at Foot Locker. We've got the biggest selection of the biggest names in men's and women's athletic shoes in America. We've also got all the running accessories and clothing you'll need. You'll save you a lot of running around to different stores—so you can spend more time running where you want. Foot Locker. The run away favorite.

Capital Mall • Alderwood Mall



FIRST ONE THERE

Born in Brockton, Massachusetts in 1876. From supplying Allied forces to golf and running, Etonic built an American tradition of purposeful footwear innovation.





1970s

ANATOMY BECOMES INNOVATION.

The Premiere and KM series put contoured support at the center of the running shoe. Dr. Rob Roy McGregor's one-piece Foot Cradle united heel and arch support around the foot's anatomy.





1980s

STABILITY TAKES SHAPE.

The Stabilizer made heel hold adjustable through rearfoot lacing. By 1985, Quasar ZX combined graphite DRP and medial support, advancing Etonic's pioneering work with plates and cushioning.





1990s

AIR MEETS STRUCTURAL CONTROL.

Stable Air Plus NR (1990) and StableAir V02 (1993) continued the evolution. V02 paired forefoot and rearfoot air units with a Dynamic Reaction Plate, bringing cushioning and control together.





2000s

SUPPORT IN THREE DIMENSIONS.

The skeletal TPU 3DRP plate extended support into three dimensions. Kendari combined plate, medial post and cushioning; Praya brought 3DRP and RCS cushioning into a neutral running platform.

2027

The return of the innovator

Z/Frame continues Etonic's tradition of designing cushioning and support together. Developed for Empire, the sculpted TPU chassis works with ETHERFOAM+ to help control lateral deformation as the midsole compresses. Its geometry is designed to support the foam through loading and rebound, encouraging a controlled transition into the next stride.

Find your ETONIC Reaction!

The newest generation of Etonic Runners





EMPIRE

Neutral Super Trainer

DROP: 8mm

RUNNER FOCUS

Versatile runner for everyday miles, recovery runs, and high-volume weeks

UPPER

ETHERCOOL Mesh with iconic Z-Bar brace connecting the upper to the midsole for a more connected feel.

MIDSOLE

ETHERFOAM+ with Z/Frame technology for controlled lateral compression and improved energy return.

OUTSOLE

Everdure performance rubber.

PRISM

Neutral Daily Trainer

DROP: 7mm

RUNNER FOCUS

Versatile, lightweight runner for daily miles

UPPER

ETHERCOOL Monomesh with iconic Z-Bar brace connecting the upper to the midsole for a more connected feel.

MIDSOLE

ETHERFOAM+

OUTSOLE

Everdure performance rubber.

Z/FRAME

STRUCTURE + CUSHIONING

EMPIRE

NEUTRAL SUPER TRAINER



The next Etonic Innovation

A versatile daily runner, with energy control so you get the most out of every stride

EMPIRE

MEN'S

● CORE ● SEASONAL ● ENERGY



● EM001BLK/WHT



● EM002GRY/GRN



● EM003NVY/WHT



● EM004NVY/GRN



● EM005WHT/BLU



● EM006GRN/BLK



● EM007RED/BLK

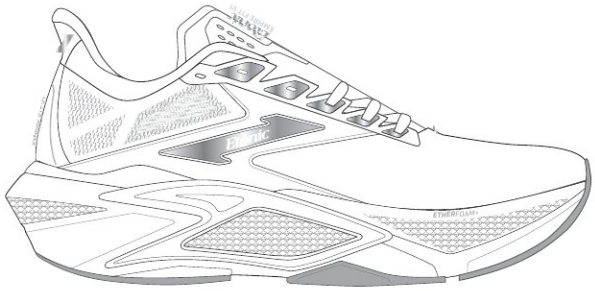
EMPIRE

WOMEN'S

● CORE ● SEASONAL ● ENERGY



● EM008BLK/WHT



● EM009WHT/SLV



● EM010GRY/PNK



● EM011GRY/PNK



● EM012AQU/TEA



● EM013MNT/PUR



● EM014PUR/PNK



● EM015PNK/BLK

EMPIRE

GENDER NEUTRAL

● CORE ● SEASONAL ● ENERGY



● EM016BLK/BLK



● EM017GRY/BLU



● EM018GRN/BLU

PRISM

NEUTRAL DAILY TRAINER



Feel the Etonic Reaction

A neutral shoe, built on an Etherfoam+ base, that feels quick and lightweight like a race shoe, and is durable and comfortable enough to be a daily trainer.

PRISM

MEN'S

● CORE ● SEASONAL ● ENERGY



● PR001BLK/WHT



● PR002NVY/BLU



● PR003WHT/BLU



● PR004BLK/RED



● PR005GRN/BLK

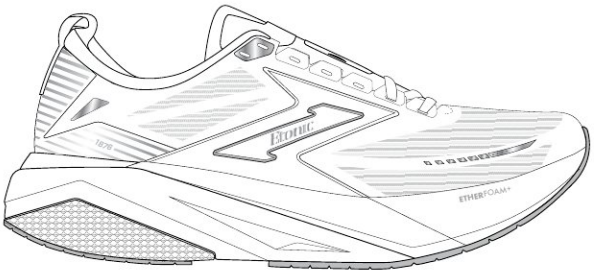


● PR006ORG/BLU

PRISM

WOMEN'S

● CORE ● SEASONAL ● ENERGY



● PR007WHT/SLV



● PR008BLK/WHT



● PR009WHT/TEA



● PR010GRY/PNK



● PR011GRY/COR



● PR012MNT/PUR



● PR013PNK/BLK



● PR014PUR/PNK

PRISM

GENDER NEUTRAL

● CORE ● SEASONAL ● ENERGY



● PR015BLK/BLK



● PR016GRY/PNK



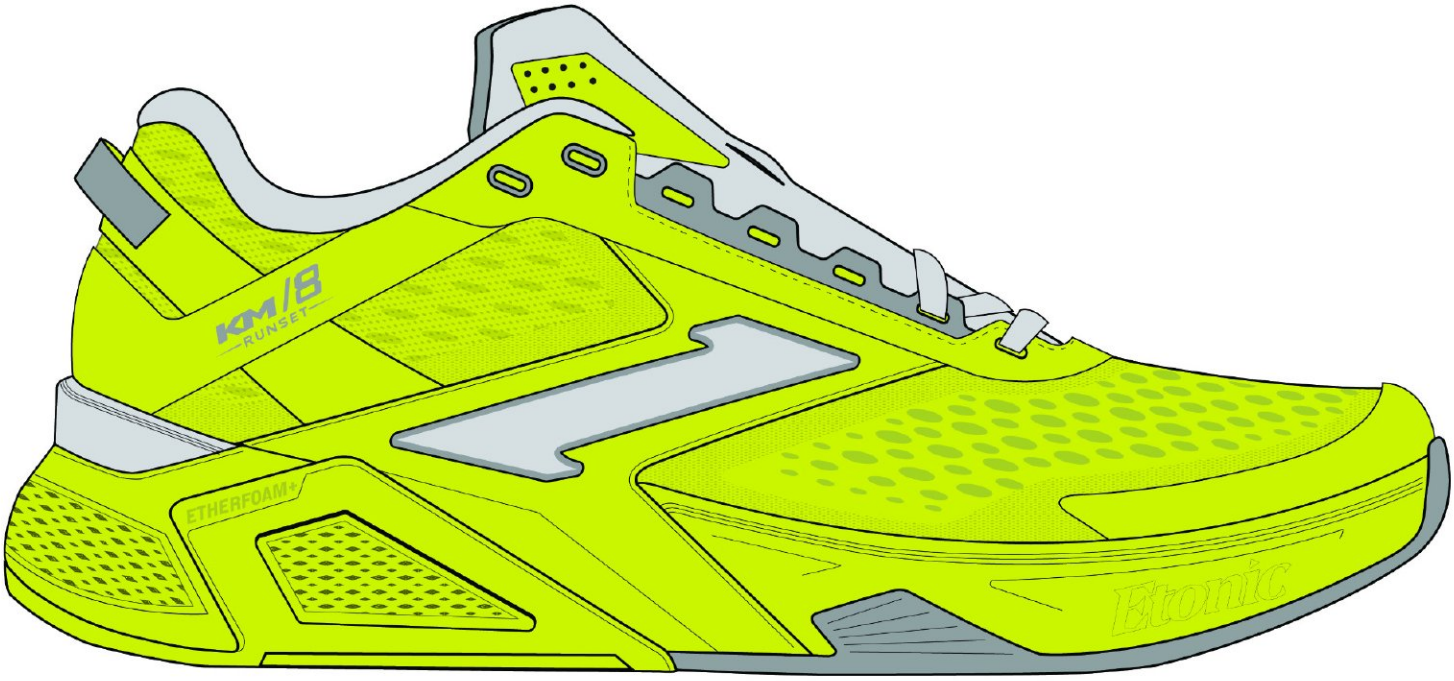
● PR017GRY/BLU



● PR018WHT/RED

KM/8 RUNSET

COMING SOON



RUN RESPONSIVE.
TRAIN STABLE.

A hybrid trainer in development for running and functional training.

Launch timing and final specifications to be announced.

Development concept shown. Final product may vary.

KM/8 RUNSET

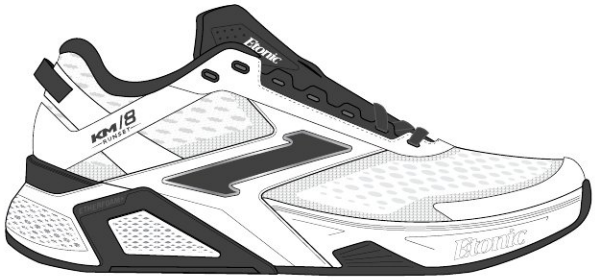
COLORWAYS 01

COMING SOON

● CORE ● SEASONAL ● ENERGY



● KM001BLK/WHT



● KM002WHT/BLK



● KM003WHT/NVY



● KM004RED/BLK



● KM005BLU/GRN

KM/8 RUNSET

COLORWAYS 02

COMING SOON

● CORE ● SEASONAL ● ENERGY



● KM006BLK/WHT



● KM007PNK/FUS



● KM008SKY/BLU



● KM009MNT/LAV



● KM010PNK/GRN

KM/8 RUNSET

COLORWAYS 03



- KM011CRM/GUM

COMING SOON

- CORE
- SEASONAL
- ENERGY



- KM012GRN/GRY

BUILD YOUR ASSORTMENT.

Pricing and commercial details reserved for final confirmation.

BUYING INFORMATION	EMPIRE	PRISM
Wholesale	$_____	$_____
Suggested Retail / MSRP	$_____	$_____
Advertised Price / MAP	$_____	$_____
Sizes and widths	TBC	TBC
Style and color codes	TBC	TBC
Delivery window	TBC	TBC
Opening order / minimums	TBC	TBC
Reorder terms	TBC	TBC

Initial availability is anticipated beginning June 2027. Confirm model and color delivery windows before placing orders.

MSRP and MAP amounts remain open. The intended pricing structure aligns MAP with MSRP; the separate MAP policy will govern advertised pricing.

KM/8 RunSet is a development preview and is not included for ordering.

Etonic

RUNNING / 2027

RUN WITH A LEGEND

Get the Etonic Reaction!

For assortment planning, product information and wholesale inquiries:

Frank Hart
Sr Director, Footwear Product Creation & Innovation
frankh@etonic.com
618-567-3847

ETONIC.COM