



## REEBOK X DOVE COME TOGETHER TO CELEBRATE THE 'REBORN STRONGER' CAMPAIGN

*A limited-edition collaboration that redefines what it means to come back stronger*



**National, November 14, 2025:** For decades, Reebok has celebrated strength — not just the kind you build in the gym, but the kind that carries you through life. This season, Reebok joins hands with Dove to bring that spirit to life through ‘*Reborn in My Kicks*’, a first-of-its-kind collaboration that tells powerful stories of women who’ve rebuilt, rediscovered, and come back stronger than ever.

At its heart, ‘*Reborn in My Kicks*’ is an ode to resilience, to the strength it takes to rebuild and to the beauty that comes from that transformation. The collection draws inspiration from Kintsugi, the ancient Japanese art of mending broken pottery with gold. Co-created by Reebok and Dove, each sneaker features design details that echo this philosophy: cracks and seams reimagined in metallic tones, lines that symbolise renewal, and textures that reflect how every scar tells a story.

Talking about the partnership, **Arjun Ramamoorthy, Brand Head, Reebok India**, said, “At Reebok, we’ve always believed that strength isn’t defined by how hard you can push but by how many times you rise after being knocked down. *Reborn in My Kicks* is our celebration of that spirit of women who rebuild themselves with courage and grace. Partnering with Dove allows us to take this belief beyond sport and into culture, reminding everyone that resilience is beautiful, and every mark of struggle is also a mark of strength.”

**Sairam Subramanian, Vice President – Hair Care, Hindustan Unilever Limited**, added, “*Reborn Stronger* is more than a campaign; it’s a movement that celebrates the beauty of rebuilding, in hair, in life, and in spirit. Sports is filled with stories of resilience, where individuals overcome adversity and are reborn stronger. Through our collaboration with Reebok, we are taking this philosophy beyond care into culture, championing women who turn

*every setback into strength. This partnership perfectly mirrors Dove's own rebirth as a brand rooted in science, care, and empowerment."*

Available online and in select Reebok stores across Mumbai, Bangalore, and Delhi. The limited-edition sneakers also include an immersive Kintsugi workshop experience in stores, allowing customers to explore the art form that inspired the design and its deeper message of rebuilding with strength and purpose.

Through 'Reborn in My Kicks', Reebok reaffirms its belief that sport is more than performance- it's a metaphor for life. Every fall, every setback, every scar becomes part of the story that makes us who we are. This collaboration is a celebration of that journey – of women who rise, rebuild, and redefine what it means to be Reborn Stronger.

Link to the campaign - [https://www.instagram.com/p/DQ\\_w4eYjAKh/](https://www.instagram.com/p/DQ_w4eYjAKh/)

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#### **About Reebok:**

Reebok International Ltd., headquartered in Boston, MA, USA, is a leading worldwide designer, marketer and distributor of sports, fitness and lifestyle footwear, apparel, and equipment. Reebok is a part of the Authentic Brands Group (ABG), with Aditya Birla Lifestyle Brands Limited. (ABLBL) as the operating partner in India. An American-inspired global brand, Reebok is a pioneer in the sporting goods industry with a rich and storied sports & fitness heritage.

#### **About Aditya Birla Lifestyle Brands Limited:**

Aditya Birla Lifestyle Brands Limited (ABLBL), a part of the Aditya Birla Group, is a leading branded apparel company with a comprehensive portfolio of marquee lifestyle brands. As of March 31, 2025, the Company operates a retail footprint of over 4.6 million sq. ft., comprising 3,253 exclusive brand outlets, presence across 38,000+ multi-brand outlets, and over 7,000 shop-in-shops in department stores across the country.

The Company's brand portfolio includes India's most established and trusted names—**Louis Philippe, Van Heusen, Allen Solly, and Peter England**—each with a legacy of over 25 years. These brands have consistently delivered sustained growth, driven by a sharp focus on design-led innovation, category expansion, and operational excellence across product lines spanning formal, casual, and occasion wear.

ABLBL has built a strong presence in the innerwear and athleisure market through **Van Heusen Innerwear**, which has rapidly scaled its distribution network across India.

The Company's portfolio is further enhanced through strategic partnerships with leading international brands including **Simon Carter, American Eagle and Reebok**. American Eagle has emerged as one of India's most preferred premium denim brands, while Reebok—transitioned under the Company's management in 2022—has expanded its footprint across multiple channels. Simon Carter continues to strengthen its position in the premium menswear segment through its distinctive design language and curated collections.

For further information, please contact: Janet Arole, AVP & Head, Corporate Communications, Aditya Birla Fashion and Retail Limited. [Janet.arole@abfirl.adityabirla.com](mailto:Janet.arole@abfirl.adityabirla.com)

#### **About Dove**

For over 60 years, **Dove** has been a pioneer in redefining beauty standards by focusing on real care, real women, and real results. With a commitment to mildness and skin/hair nourishment backed by science, Dove has become one of the most trusted personal care brands globally. The brand remains steadfast in its mission to make beauty a source of confidence, not anxiety.

### **About Hindustan Unilever Limited**

Dove is part of the **Hindustan Unilever Limited** family- a global leader in beauty, personal care, home care, and nutrition. With operations in over 190 countries and a portfolio of over 400 brands, Unilever is committed to sustainable living, equity, and creating products that improve lives. Through its Positive Beauty vision, Unilever aims to champion inclusivity, break stereotypes, and drive innovation that is both people- and planet-positive.