



**HUF**

## **HUF EXPLORES THE WORLD OF GOODYEAR AND ITS ARCHIVES WITH A RACING-INSPIRED COLLABORATION**

Since 1898, Goodyear has become a household name in tire manufacturing. The company's world-famous Goodyear Blimp and Goodyear Wingfoot logo have become two of the most recognized advertising icons in the industry. Coming this spring, HUF dives into Goodyear's rich visual history to create the HUF x Goodyear collection.

Taking cues from Goodyear's rich racing heritage and the seminal Blimp and Wingfoot motifs, the range features stand out pieces including the Touring Satin Jacket, Circuit Rayon Woven Top, Final Lap Football Jersey, Touring Track pant, graphic tees and an array of accessories. Executed with HUF's signature spin, HUF x Goodyear offers a modern take on motorsport heritage with bold graphics, considered design and unexpected twists.

The HUF x Goodyear collaboration is set to launch on March 23, 2023 on HUF's website, HUF flagship stores and select retailers.

**HUF x GOODYEAR LOOKBOOK IMAGERY: [HERE](#)**

**HUF x GOODYEAR PRODUCT IMAGERY: [HERE](#)**

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### About HUF

Founded in 2002 by professional skateboarder Keith Hufnagel, HUF is a Los Angeles-based manufacturer of premium footwear and apparel designed for contemporary skate and lifestyle. Inspired by Keith's unique experiences traveling the globe as a skateboarder—and represented by a world-renowned skate team & group of ambassadors—the clean, classic brand aesthetic of HUF embodies a diverse array of cultural inspirations and ideas.

The logo for HUF, consisting of the letters 'HUF' in a bold, white, sans-serif font centered within a solid black square.

What started as a small boutique on an offbeat block of San Francisco's Tenderloin District has now become one of the most recognized pioneering skateboard and lifestyle brands worldwide. Made by skateboarders, for skateboarders, HUF represents not only a more refined and forward-thinking skateboard brand but also any individual inspired by the vast array of countercultures that parallel skateboard mentality.

#### About The Goodyear Tire & Rubber Company

Goodyear is one of the world's largest tire companies. It employs about 74,000 people and manufactures its products in 57 facilities in 23 countries around the world. Its two Innovation Centres in Akron, Ohio, and Colmar-Berg, Luxembourg, strive to develop state-of-the-art products and services that set the technology and performance standard for the industry. For more information about Goodyear and its products, go to [www.goodyear.com/corporate](http://www.goodyear.com/corporate).