NBWOMEN Makes a Perfect Fit for Women on the Move

Upshot implemented a retail campaign to support the launch of NBWOMEN, New Balance’s first-ever catalog of fitness and performance footwear designed just for women. An empowering mantra roars throughout New Balance stores along with dedicated emails and social posts—taking women athletes on an aspirational journey to discover NBWOMEN gear that fuels their passion for what’s possible. The collection is inspired by the powerful community of women who share a love of sport and lets women move with perfect freedom in the look they love.