

2025 年 7 月 22 日
株式会社アルペン

Alpen Tokyo receives Guinness World Record™ recognition for most pairs of running shoes sold in 12 hours (1,254 pairs)

On Saturday, July 19th, 2025, we attempted to sell the most running shoes in 12 hours at our flagship store, Alpen TOKYO, and were recognized by the Guinness World Records™ as the world's no. 1 with 1,254 pairs.



The banner features the Alpen TOKYO logo at the top. Below it is a Guinness World Record logo with the text 'RECORD HOLDER' on either side. The date '2025.7.19' is displayed above the Japanese text 'ギネス世界記録™ 認定' (Guinness World Record™ Certified). Below this is the text '12時間に売れたランニングシューズの最多個数' (Maximum number of running shoes sold in 12 hours). The number '1,254足' (1,254 pairs) is prominently displayed in large white characters. At the bottom, the text 'WORLD'S TOP RUNNING SHOE STORE' is written in yellow on a dark blue background.

Alpen TOKYO

2025.7.19

ギネス世界記録™ 認定

12時間に売れたランニングシューズの最多個数

1,254足

WORLD'S TOP RUNNING SHOE STORE

The running floor of Alpen TOKYO, the Alpen Group's largest flagship store, stocks over 10,000 running shoes from 16 brands, and has supported many runners with the latest foot measurement equipment and customer service provided by specialized staff.

With this Guinness World Record™ certification, Alpen TOKYO will continue to support all customers who love running, as the world's leading running shoe store.

We look forward to seeing you all.

■ Guinness World Records™ Certification Overview

【Record name】

Most running shoes sold in 12 hours

【Participating stores】

Alpen TOKYO 1st floor running floor

【Certification record】

1254 pairs



Alpen TOKYO

Address: 〒160-0022

Tokyo, Shinjuku-ku, Shinjuku 3-23-7 Unika Building B2-8F

Access: 1 minute walk from Shinjuku Station East Exit

About Alpen Co., Ltd.

Founded: July 1972

Capital: 15.1 billion yen

Performance: Sales of 252.9 billion yen, ordinary profit of 5.3 billion yen (fiscal year ending June 2024)

Business: Product development and sales of various sports equipment, golf equipment, outdoor equipment, etc.

Management of golf courses, ski resorts, and fitness clubs

【Contact information】

Alpen PR Office (inside Skew Inc.) staff : Oishi、Kawashima

Tel : 03-6438-9808 mail : alpen_pr@skewinc.co.jp