

2025 年 7 月 17 日

株式会社アルペン

Introducing the latest shoe in the On Cloudsurfer family,  
the Cloudsurfer Max!

Alpen-exclusive colorway, Black | Eclipse, also on sale the same day  
~A Guinness World Record™ challenge event for running shoe sales will be  
held on Saturday, July 19th~

On's latest shoe, the Cloudsurfer Max, will be available at Sports Depot and Alpen stores nationwide from July 17th. Alpen limited edition colors will also be available on the same day. On July 19th, Alpen Tokyo will be hosting a Guinness World Record™ challenge event for the most pairs of running shoes sold in one day!



## ■What is Cloudsurfer Max?

This is On's latest max cushion shoe, designed specifically for long-distance running.

The high-stack midsole is made of a dual-density CloudTec Phase™ material and is made of soft foam for an incredibly smooth ride.

The collar is made of flat knit, and the latest engineered mesh and eyestay construction improve breathability and support, resulting in a clean, sophisticated silhouette.

The bold colours and premium details make this a standout style perfect for everyday training.

### ▪ Cloudsurfer Max Product Overview

Price : 23,100 yen (tax included)

#### Size

Men's: 25cm – 28cm, 29cm, 30cm \*Up to 28cm in 0.5cm increments

Women's: 23cm to 25cm \*0.5cm increments

#### Available colors

##### Men's

Black | Eclipse, White | White, Ivory | Salmon, Ivory | Honeydew

##### Women's

Black | Eclipse, White | White, Ivory | Salmon, Mineral | Honeydew



Alpen limited color : Black | Eclipse



Ivory | Salmon

## Dual-layer Cloud Tec Phase™

The two-layer CloudTec Phase™ is made of Helion™ superfoam for excellent cushioning.

It absorbs the impact when landing and provides a soft and smooth ride.

Increase your distance more easily and enjoy long distance runs.



## Unique design

The extremely soft midsole and sophisticated upper silhouette match in perfect balance.

A unique and stylish design.



## Designed for comfort

The upper is made of highly breathable mesh material, and the collar is made of flat knit.

The shoelace structure has also been updated to improve fit and hold the foot firmly in place for comfort.



☆Store locations : At Sports Depot Alpen stores nationwide and the official online store

- Sports Depot Alpen Store List : (※) : [https://store.alpen-group.jp/store\\_search/](https://store.alpen-group.jp/store_search/)
- Alpen Group Online Store : <https://store.alpen-group.jp/>

※Some stores may not carry this product.

## ■July 19th (Sat) Guinness World Records™ Challenge at Alpen TOKYO

On Saturday, July 19th, Alpen TOKYO's 1st floor running floor will be holding an event titled "Challenge to Be the World's Best Running Shoes," where they will be taking on the challenge of becoming the world's number one in number of running shoes sold \*2 in a day \*1.

On the day of the Guinness World Record™ Challenge, we will be offering a wide range of content, including original novelty gifts for those who purchase running shoes and exclusive photo spots, so we look forward to your visit.

Why not take this opportunity to find the perfect running shoes for you?

\*1: 12 hours \*2: 800 pairs

**Alpen TOKYO** — 1F ランニング売場 —


**OFFICIAL  
CHALLENGE**

**7.19 SAT**  
**10:00 ▶ 22:00**

**ギネス世界記録™挑戦**  
12時間に売れたランニングシューズの最多個数  
Most running shoes sold in 12 hours

**MISSION** TO BE THE WORLD'S TOP  
RUNNING SHOE STORE

#### <Outline of the event>

- ・ Participating store : Alpen TOKYO 1st floor running floor
- ・ Date and time : July 19th (Sat) 10:00-22:00
- ・ Record name : Most running shoes sold in 12 hours
- ・ Achievement condition : Sell 800 pairs of running shoes
- ・ Target product : Running shoes

On the day of the Guinness World Records™ attempt, if you purchase the appropriate running shoes on the 1st floor of Alpen TOKYO, you will receive a special Guinness World Records™ attempt sticker.

\*Please note that stickers are available in limited quantities and will be distributed on a first-come, first-served basis.



In addition, customers who purchase NIKE, ASICS, adidas, or New Balance running shoes will receive free novelty goods from each manufacturer.



\*Please note that the number of novelties is limited and distribution will end once all stock has been depleted.

## ■Store Information

**Alpen TOKYO** <https://x.gd/PyW7g>

Address: 〒160-0022

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

access:1 minute walk from Shinjuku Station East Exit