



Candy Land x Reebok Footwear Collection Available Globally April 21

April 12, 2021

Today, [Reebok](#) and Hasbro have unveiled Candy Land x Reebok, an imaginative full-family footwear capsule drawing on the bold heritage and communal power of two iconic brands. The Candy Land x Reebok footwear collection is available globally beginning April 21 from [Reebok.com](#) and select local retailers.

Candy Land - "The Classic Game of Sweet Adventure" - is recognized today as one of the world's most cherished pop culture franchises, bringing friends and family together with its playful characters, amazing color palettes and competitive gameplay.

Similarly, Reebok, known for its own rich history and defiant footwear design dating back to the 1950's, continues to foster an active, creative and connected sneaker community with bold offerings encouraging wearers to escape the everyday and follow their own path.

Bringing these common ethos to life, Candy Land x Reebok offers a range of vibrant takes on classic sport-turned contemporary lifestyle footwear models, from heritage basketball to retro running and classic tennis, for adults and kids alike.

Hero to the capsule are the historic Question Mid and Kamikaze II embodying the convergence of two juxtaposing worlds of play where Candy Land is reimagined as a basketball oasis. Referred to as the brand's most daring and historic hardwood designs, these two silhouettes are perfect for such a collaboration:

- **Candy Land x Reebok Question Mid "Sweet Moves"** (\$150, GZ8826): This mixed-material execution of Iverson's first signature basketball shoe nods classic Candy Land characters across key elements like the iconic toe box and heel, while a vibrant Rainbow Trail-inspired side window pops from the upper. Also available in grade school (\$110, GZ0081), preschool (\$85, GZ0082) and toddler (\$55, H05605) sizing.
- **Candy Land x Reebok Kamikaze II "Bring the Sweet"** (\$140, GZ8825): If Candy Land were a shoe, it would be the Kamikaze II. Where color blocks meet color blocking, this high-contrast hardwood model – initially designed for the explosive Shawn Kemp - is reworked with vibrant yet clean color-blocking inspired by Candy Land's winding Rainbow Path.

Candy Land x Reebok basketball footwear will ship with Iverson Gingerbread Character pawn hangtags in an otherworldly sneaker box that unfolds into a playable 'Court of King Kandy' game board.

Rounding out the collection is a complete range of kids' footwear featuring the heritage running Classic Leather and classic tennis Club C 85, each executed with thoughtful design details paying homage to well-known Candy Land gameplay aesthetics:

- **Candy Land x Reebok Classic Leather "Where Kandy Rules"** (grade school, \$70, H05079): An all-over graphic take on the retro runner, the Candy Land Classic Leather is an especially-playful silhouette featuring mixed Candy Land prints inspired by the colorful journey to King Kandy's Castle. Also available in preschool (\$65, H05080) and toddler (\$50, H05081) sizing.
- **Candy Land x Reebok Club C 85 "Make the Journey"** (grade school, \$70 H05082): Similar to that of the Candy Land Kamikaze II, this color-blocked take on the typically-subtle Club C 85 nods the iconic Rainbow Path, resulting in a vibrant yet clean piece for kids. Also available in preschool (\$65, H05083) and Slip-On toddler (\$50, H05084) sizing.

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CANDY QUEST

