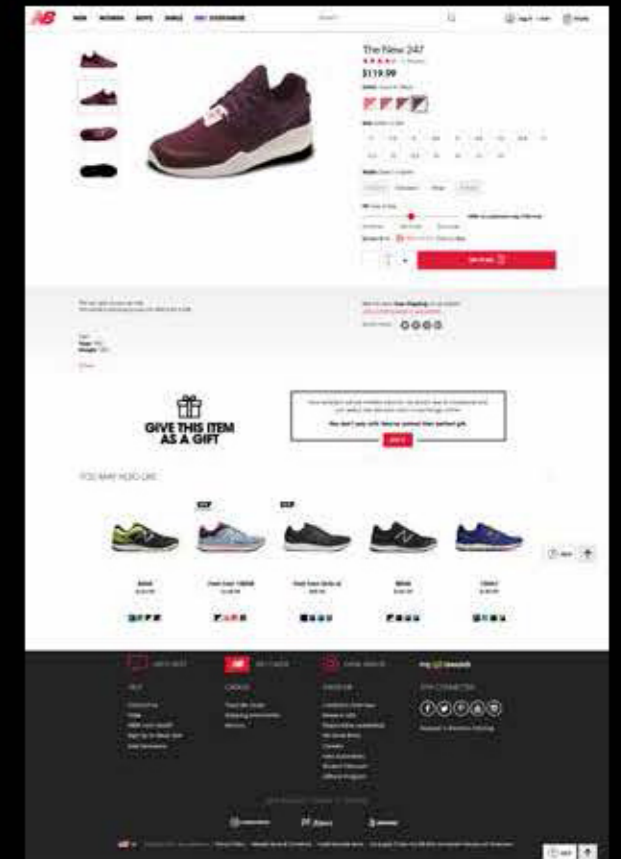
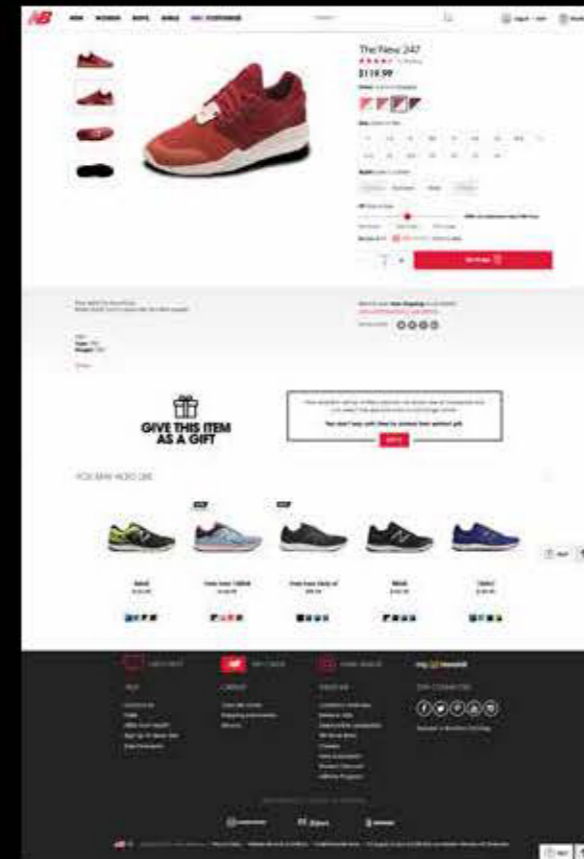
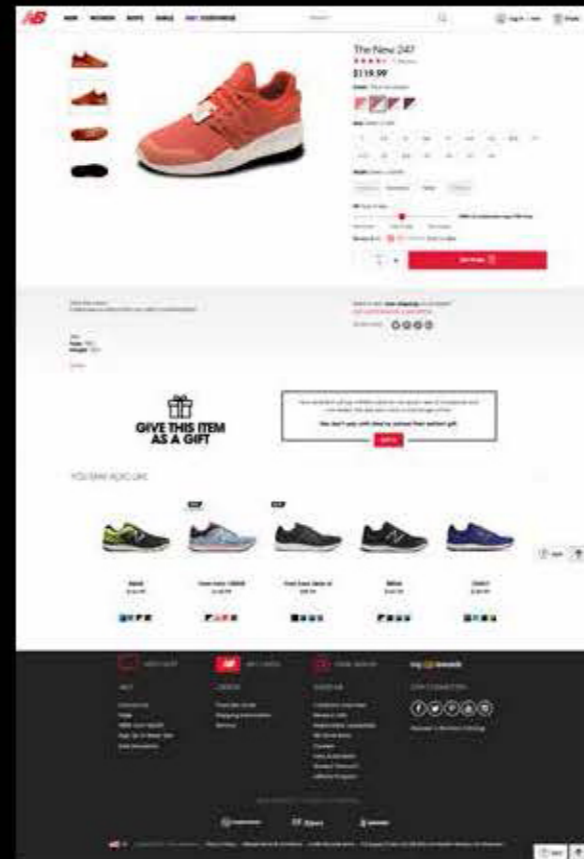
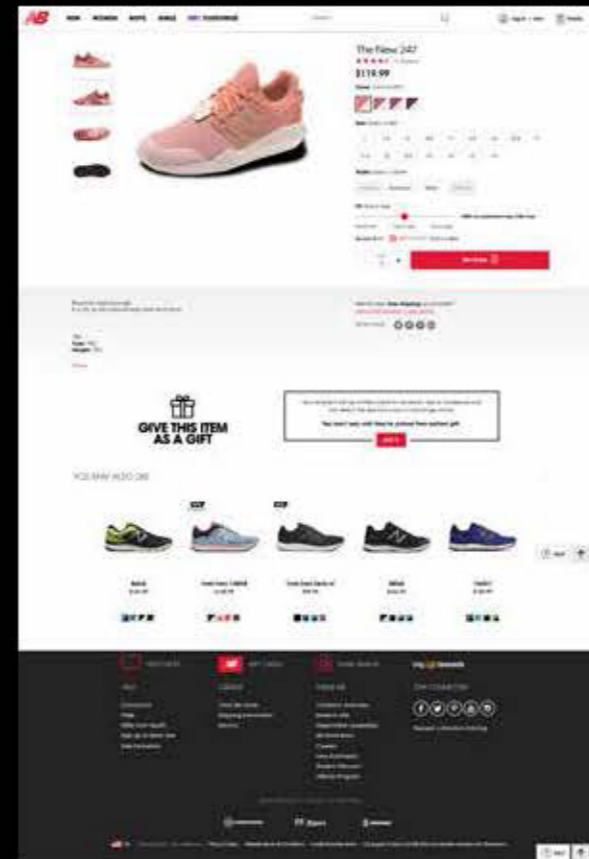


DESKTOP SITE OVERVIEW: PURCHASE PAGE

A standard NB.com purchase page for every colorway.





THE NEW 247 NEW YORK

BOUND FOR EVERY BOROUGH.

In a city on the move the best views are in front.

SHOP NOW

SHOP NB EXCLUSIVES



NYC

LON

SHA

TOK

THE NEW 247 LONDON

WEAR THE CROWN.

Independence without fear can unite a whole Kingdom.

SHOP NOW

SHOP NB EXCLUSIVES



NYC

LON

SHA

TOK

THE NEW 247 SHANGHAI

老城区的新景点。

在仅有2400万人口的地方大显腿脚而出。

SHOP NOW

SHOP NB EXCLUSIVES



NYC

LON

SHA

TOK

THE NEW 247 TOKYO

太陽はあなたが昇ることができます。

あなたは東を昇るために世界を回っています。

SHOP NOW

SHOP NB EXCLUSIVES



NYC

LON

SHA

TOK

FIND A STORE

GIFT CARDS

EMAIL SIGN-UP

myNB rewards

HELP

- Contact Us
- FAQs
- NBRx Foot Health
- Sign Up To Wear Test
- Sale Exclusions

ORDERS

- Track My Order
- Shipping Information
- Returns

INSIDE NB

- Company Overview
- Made in USA
- Responsible Leadership
- NB Gives Back
- Careers
- Idea Submission
- Student Discount
- Affiliate Program

STAY CONNECTED



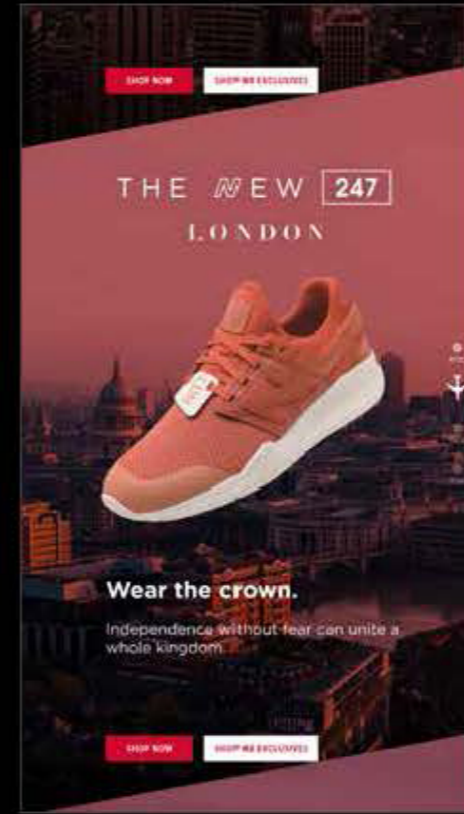
Request a Womens Catalog

NEW BALANCE FAMILY OF BRANDS



SITE OVERVIEW

Our site design utilizes four modules that pair The New 247 Timezones colorways with the city skylines that inspired them.



DESKTOP SITE OVERVIEW: TRANSITION

As visitors scroll down, the next shoe's content transitions on with a graphic wipe.

Multiple page elements wipe on/off:

- A. The skyline background
- B. The product
- C. The flavor text
- D. The location title

The bottom nav also animates, showing a airplane icon travelling from one nav dot to the next.

SHOP NOW disappears in transition and reappears after transition is complete.

