

Stan Birch Makes Footwear Debut with Saucony

Paris-based designer brings his "Stand Out" philosophy to a premium interpretation of the iconic ProGrid Guide 7 silhouette

Paris, FR (September 10, 2026) – [Saucony](#), a leading global performance running and lifestyle brand, and Paris-based designer [Stan Birch](#) have collaborated on the ProGrid Guide 7, marking Birch's first-ever footwear collaboration. Centered around the mantra "Stand Out," the project translates Birch's signature approach to color, symmetry and wearable art into a premium interpretation of one of Saucony's most beloved lifestyle silhouettes. Previewed at Saucony's showroom during fashion week activities in Paris in June 2026, the collaboration blends elevated materials, customizable details and a striking color palette designed to encourage self-expression.

"The beauty of this collaboration is in the details," said Jason Faustino, senior director of global energy at Saucony. "From the premium material mix and metallic gold accents to the interchangeable logos and lace options, Stan brought a unique perspective to the ProGrid Guide 7 that celebrates individuality and invites consumers to stand out."

The Saucony x Stan Birch ProGrid Guide 7 arrives in a rich palette of burgundy, cream and metallic gold, bringing Birch's eye for color and balance to the iconic silhouette. Nubuck, suede and leather overlays sit atop an open double mesh upper, while interchangeable Velcro logo patches and alternate lace options allow wearers to personalize the look and embrace the collaboration's "Stand Out" philosophy.

Available in unisex sizes 3.5-12, 13, 14, the Saucony x Stan Birch Guide 7 launches globally on September 19, 2026 for \$165 USD at select retailers worldwide and on [Saucony.com](#) September 21, 2026.

About Saucony: Saucony, the 'Original Running Brand' and a division of Wolverine World Wide, Inc. (NYSE: WWW), is a leading global performance running brand that fuses innovation, style and culture. Widely recognized for award-winning technologies including PWRRUN™ PB, PWRRUN+™, and SPEEDROLL™, Saucony creates innovative technical and lifestyle footwear and apparel across Road, Trail and Originals. Founded in 1898, Saucony exists to inspire and enable people to live a better life through running culture, self-expression and their impact on the world. For more information, visit [www.saucony.com](#).