# STONE ISLAND | NEW BALANCE 574 GHOST
## INNOVATION IN MONOCHROME MATERIALITY

**September 16th, 2025** – Stone Island and New Balance introduce the 574 Ghost, the next step in a long-term partnership rooted in material research and forward-thinking design. This release revisits the 574, one of New Balance's most enduring models, through a fully monochromatic suede construction that reflects the ethos of the Stone Island Ghost sub-collection.

Exclusively through this collaboration, the design introduces a suede-wrapped midsole for the first time, extending the tonal execution beyond the upper and into the tooling for a continuous material expression across the entire shoe. Additional padding in the tongue, collar, and across the upper reimagines the 574's original form into a softened and sculptural silhouette, while amplifying comfort for everyday wear.

The upper is crafted with stitch-and-turn construction that eliminates overlapping seams, creating dimensional lines reminiscent of padded garments to emphasize the shoe's softness and cushioning. The brushed 'N' logo and heel tab contrast with the smooth main body. A debossed 'STONE ISLAND PRODUCT RESEARCH' marking appears on the lateral panel, complemented by a tonal felt Compass logo patch on the tongue and printed graphic on the insole. Lightweight EVA and ENCAP cushioning provide comfort and support, while custom ridged laces reference trims found in Stone Island Ghost pieces.

The STONE ISLAND | NEW BALANCE 574 Ghost is available in dark brown, dark grey, and navy blue, echoing the Autumn_Winter '025–'026 sub-collection palette, and comes in dedicated monochrome packaging coordinated with each shade.

**Product Details**

- Suede upper with stitch-and-turn construction and padding
- Felt Stone Island Compass logo patch on tongue
- Contrasting brushed 'N' logo and heel tab
- Debossed 'STONE ISLAND PRODUCT RESEARCH' on lateral panel
- Tonal Compass logo on insole
- Suede-wrapped midsole
- ENCAP midsole cushioning
- Lightweight EVA foam cushioning in midsole and heel
- Custom ridged laces

Stone Island | New Balance 574 Ghost will be available from September 16th in selected Stone Island stores and online at stoneisland.com for those with a valid "MyStoneIsland account" that will sign up for the sale through the appropriate form on stoneisland.com.

**About Stone Island**
Stone Island is a global leader of product design and garment innovation. Founded in Italy in 1982, it has consistently pushed fabric technology and experimentation, particularly focusing on functionality and utilitarianism. Design is driven by purpose, resulting in an immediately recognisable signature of cut, form, materiality and colour. For over four decades, Stone Island has built an ever-growing worldwide community which both celebrates the brand's heritage and is activated by new product developments. Visit stoneisland.com

**About New Balance**
New Balance, headquartered in Boston, MA, has the following purpose: Independent since 1906, we empower people through sport and craftsmanship to create positive change in communities around the world. New Balance employs 10,000 associates around the globe, and in 2024 reported worldwide sales of $7.8 billion. New Balance owns five athletic footwear factories in New England and one in Flimby, U.K. New Balance MADE U.S. footwear contains a domestic value of 70% or more and makes up a limited portion of New Balance's U.S. sales. To learn more about New Balance, please visit www.newbalance.com; for the latest press information visit http://newbalance.newsmarket.com.