



new balance

voice: women

⇒ welcome to nb women

Every woman is different. Her challenges are all unique. Each path chosen leads to another adventure—one that she calls her own. She is constantly evolving into a new woman without boundaries. Nobody can define her. She will do that. We at New Balance respect her individuality and are eager to see what she becomes. We are there to help her see herself, maybe for the first time.





⇒ the meaning of nb

no bull
next breakthrough

not bashful

new best

natural beauty

noble beliefs

no barriers

no brainer

never boring

nuts & bolts

nothing better

never before

new balance


With a unique definition of self comes a unique definition of nb. It depends on the woman, her needs, and how she uses nb. New Balance is committed to helping her find her balance like never before.

New Balance has been a part of women's lives for more than a century. That's 100 years of achievement, struggle and success. We have witnessed how strong women have redefined the nature of the gender. They are leaders and trail-blazers. New Balance is about forward thinking, and we applaud these women who have shown us that looking to the future can help change it.

Together we hope to continue to grow, breaking through more barriers, jumping higher hurdles. Not just finding the next great thing but being the next great thing. Side by side, we've accomplished so much. We look forward to celebrating more years of achievement with women everywhere.



Next breakthrough



⇒ never before

Imagine being truly understood by someone you've never met. Having them really "get" you, your needs, what's important to you. This is the connection we want you to have with New Balance. We've never met before. But we know you. We share common ground—nb is every woman striving to be the best we can be.