# New Balance drives sneaker frenzy with Made in USA 1300JP’s rare five-year launch



New Balance is gearing up for the highly anticipated release of its Made in USA 1300JP trainer this May, marking the latest chapter in an innovative business strategy centred on scarcity marketing. With a release schedule set to just once every five years, this limited-edition sneaker has transformed since its inception as a basic running shoe in 1985, evolving into a coveted collector's item that now commands a retail price of $330—up from the original $100.

This deliberate limitation diverges sharply from the traditional volume-driven approach embraced by other athletic footwear giants like Nike and Adidas, who pursue expansive market reach through frequent product launches. Instead, New Balance has carved out a lucrative niche that emphasises artificial scarcity around select heritage models. The exclusivity surrounding the 1300JP transforms each launch into an event, compelling consumers to engage not just with a purchase, but with a cultural moment steeped in anticipation.

The economic rationale for this strategy is compelling. The 1300JP is priced approximately 65 percent higher than New Balance's standard premium offerings, while its production costs remain comparable to other models made at the company’s Maine facility. This restricted supply model eliminates traditional inventory risks, as demand consistently outstrips availability. This approach proves particularly effective in Japan, the model’s strongest market, where the original 1300 gained a cult following thanks to its renowned construction quality and innovative design.

Shinichi Kubota, Vice President of New Balance Japan, remarked, “The 1300JP is a shoe like no other, an emblem of the soul of New Balance. This legacy model has been a constant throughout my career, and with the 2025 launch we are excited to showcase the design’s timeless appeal.” His sentiments highlight the deep-rooted significance of the model within the brand's heritage, reflecting how craftsmanship and quality resonate strongly with consumers today.

The broader luxury market has seen a paradigm shift towards time-based scarcity—an approach that seeks to cultivate lasting desirability rather than relying solely on conventional exclusivity markers. This kind of scarcity has proven successful for brands outside the athletic sphere as well, with notable examples including Hermès' strictly limited production of Birkin bags and Supreme's weekly drops, both of which drive feverish demand and maintain elevated resale values.

New Balance's commitment to American manufacturing reinforces its scarcity narrative, with every pair of 1300JP trainers produced at its Skowhegan facility. Higher labour costs associated with this authentic "Made in USA" positioning lend justification to the premium price point, particularly as consumers increasingly gravitate towards brands with transparent sourcing and commitment to craftsmanship.

The company has effectively harnessed pre-release marketing to generate significant media buzz, with the 1300JP's resale values frequently surpassing retail prices, underscoring a structural undersupply relative to demand. However, industry experts caution that this strategy requires meticulous calibration; excessive scarcity could alienate core customers, while frequent releases may diminish the exclusivity premium. New Balance’s five-year interval seems to expertly balance maintaining consumer desire against the risk of fatigue.

The 1300JP's imminent launch is part of New Balance's “Grey Days” marketing campaign, a strategic initiative that layers additional narrative and cultural significance around these scarcity-driven releases. As the company prepares for the 29th of May, sneakers enthusiasts and collectors alike eagerly await the chance to once again partake in the legacy of the 1300JP, signalling the continuation of a strategy that not only captivates consumers but exemplifies a shift in the athletic footwear landscape.

### Reference Map

* Paragraph 1: [[1]](https://fashionunited.uk/news/fashion/how-scarcity-sells-new-balances-once-every-5-years-sneaker-strategy/2025052281838)
* Paragraph 2: [[1]](https://fashionunited.uk/news/fashion/how-scarcity-sells-new-balances-once-every-5-years-sneaker-strategy/2025052281838)
* Paragraph 3: [[1]](https://fashionunited.uk/news/fashion/how-scarcity-sells-new-balances-once-every-5-years-sneaker-strategy/2025052281838), [[2]](https://company.newbalance.jp/press/2025/p-69884)
* Paragraph 4: [[1]](https://fashionunited.uk/news/fashion/how-scarcity-sells-new-balances-once-every-5-years-sneaker-strategy/2025052281838), [[3]](https://hypebeast.com/2025/4/new-balance-made-in-usa-1300jp-release-date)
* Paragraph 5: [[1]](https://fashionunited.uk/news/fashion/how-scarcity-sells-new-balances-once-every-5-years-sneaker-strategy/2025052281838), [[2]](https://company.newbalance.jp/press/2025/p-69884), [[4]](https://www.fashion-press.net/news/132808)
* Paragraph 6: [[1]](https://fashionunited.uk/news/fashion/how-scarcity-sells-new-balances-once-every-5-years-sneaker-strategy/2025052281838)
* Paragraph 7: [[1]](https://fashionunited.uk/news/fashion/how-scarcity-sells-new-balances-once-every-5-years-sneaker-strategy/2025052281838), [[5]](https://thesolesupplier.co.uk/news/the-five-year-wait-is-over-new-balance-1300-jp-returns-this-may/), [[6]](https://believeintherun.com/new-balance-grey-days-is-back-for-2025/)
* Paragraph 8: [[1]](https://fashionunited.uk/news/fashion/how-scarcity-sells-new-balances-once-every-5-years-sneaker-strategy/2025052281838), [[7]](https://houseofheat.co/new-balance/new-balance-1300jp-made-in-usa-u1300jp-2025-release-date)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://fashionunited.uk/news/fashion/how-scarcity-sells-new-balances-once-every-5-years-sneaker-strategy/2025052281838> - Please view link - unable to able to access data
2. <https://company.newbalance.jp/press/2025/p-69884> - New Balance Japan announced the release of the Made in USA 1300JP, a model that embodies the brand's craftsmanship and tradition. This limited edition sneaker, available only once every five years, features premium materials and is set to launch on May 29, 2025, during the annual 'Grey Days' event.
3. <https://hypebeast.com/2025/4/new-balance-made-in-usa-1300jp-release-date> - Hypebeast reports on the upcoming release of the New Balance Made in USA 1300JP, a sneaker that has been reissued every five years since 1995. The 2025 edition, priced at $330, features a mesh upper with nubuck overlays and is set to release on May 29, 2025, as part of New Balance's 'Grey Days' celebration.
4. <https://www.fashion-press.net/news/132808> - Fashion Press details the 2025 release of New Balance's Made in USA 1300JP sneaker, highlighting its premium nubuck and mesh upper, ENCAP midsole cushioning, and 'Steel Blue' colorway. The sneaker is set to launch on May 29, 2025, during New Balance's 'Grey Days' event.
5. <https://thesolesupplier.co.uk/news/the-five-year-wait-is-over-new-balance-1300-jp-returns-this-may/> - The Sole Supplier discusses the return of the New Balance 1300JP after a five-year hiatus. The sneaker, known for its premium craftsmanship and limited releases, is set to return in May 2025, featuring a Mirage Gray and Silver Birch colorway.
6. <https://believeintherun.com/new-balance-grey-days-is-back-for-2025/> - Believe in the Run highlights New Balance's 'Grey Days' event for 2025, featuring the release of the Made in USA 1300JP sneaker. The event includes various product launches and is set to take place throughout May, with the 1300JP releasing on May 29, 2025.
7. <https://houseofheat.co/new-balance/new-balance-1300jp-made-in-usa-u1300jp-2025-release-date> - House of Heat reports on the return of the New Balance 1300JP after a five-year wait. The sneaker, priced at $330, is set to release on May 29, 2025, and will not be seen again until 2030, following New Balance's five-year retro cycle.