

Tomorrowland enters footwear with the WR1 sneaker

The first-ever sneaker marks a new milestone in
Tomorrowland's expanding lifestyle universe.



Tomorrowland unveils the WR1, the festival's first-ever sneaker, marking a significant milestone in the evolution of Tomorrowland from festival merchandise into a fully developed lifestyle brand.



About the Design

Inspired by the quiet intelligence of nature, the Tomorrowland WR1 sneaker transforms organic forms into effortless movement. Designed for those who move instinctively between worlds, it adapts to every rhythm, from the energy of the city to the pulse of the night. More than a sneaker, it is part of a journey, carrying the spirit of Tomorrowland, one of the world's most iconic music festivals, uniting people through music, creativity and connection.

Characterized by flowing lines, layered textures and a sculpted sole unit, the WR1 explores a soft and organic approach to sneaker design. Inspired by nature, it pairs sculptural design with everyday wearability. From the delicate geometry of a dragonfly's wing to the intricate lines and patterns found in mushroom gills, the sneaker draws on nature's hidden design language. Its most distinctive feature, the sole, translates these organic structures into a bold, sculptural form. Rather than following seasonal trends, the design embraces a timeless visual language.



Seven distinct Colorways



Silver Moon



Redwood



Solar Violet



Arctic Glow



Black Forest



Deep Moss



White Glacier

Download the packshot images [here](#)



From festival merchandise to Lifestyle universe

What began more than fifteen years ago with classic festival merchandise such as logo T-shirts and caps has gradually evolved into a lifestyle universe extending.



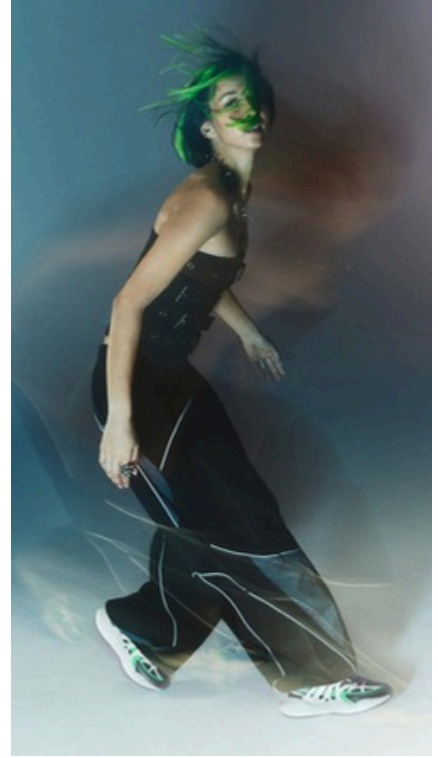
Over the years, Tomorrowland expanded its offering into fashion, accessories, fragrances, wellness products, homeware and design collaborations, creating products designed to keep the spirit of Tomorrowland alive throughout the year. Collaborations with brands such as Grown Alchemist, Baobab Collection, Serax, Sarda and LOOP further broadened that universe, connecting music, design, wellness and lifestyle through a carefully curated range of products and experiences.

Guided by a dedicated in-house fashion team, collections are continuously developed with a strong focus on craftsmanship, storytelling and contemporary lifestyle trends.

The WR1 marks the next chapter in that evolution. Developed over more than two years, the sneaker represents Tomorrowland's first venture into footwear, creating a new way to carry the spirit of Tomorrowland beyond the festival grounds and into everyday life.

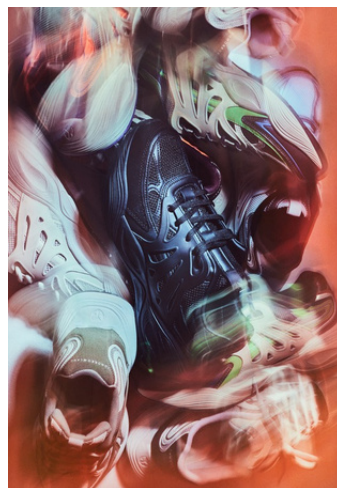
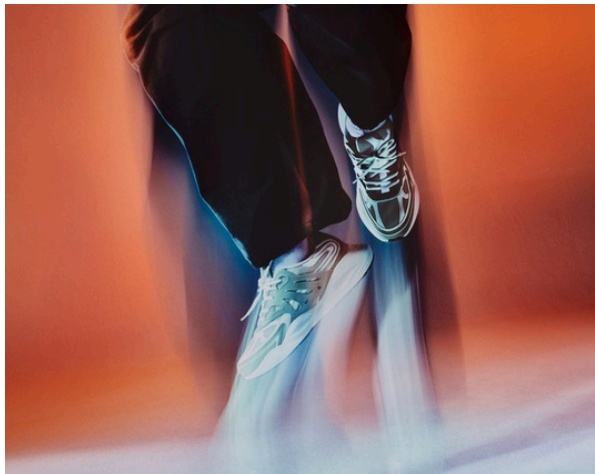
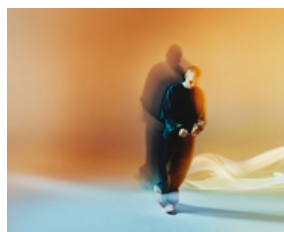
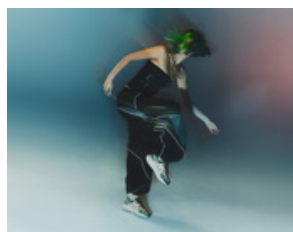
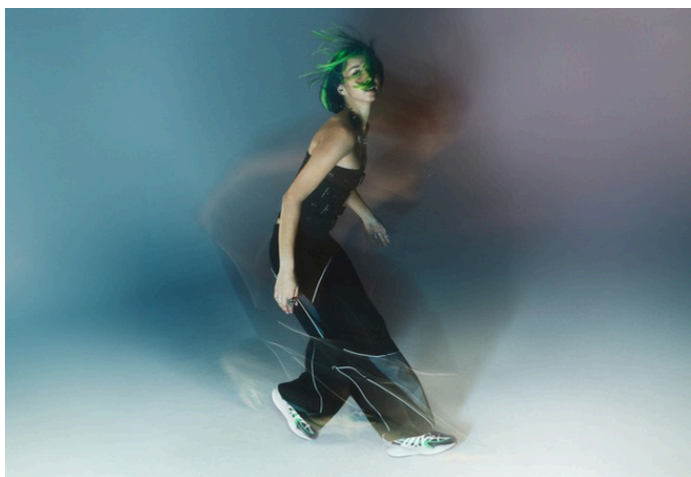
A Festival Premiere

The WR1 was officially unveiled at Tomorrowland Belgium 2026, where festival visitors became the first to discover and order the new model through dedicated, custom-designed sneaker stores on the festival grounds.



WR1 Campaign: Lost Frequencies, Miss Monique and Novah

The WR1 campaign brings together Lost Frequencies, Miss Monique and Novah, three artists whose journeys reflect the spirit of movement, connection and self-expression at the heart of the WR1. From international touring and global fan communities to career-defining festival moments, each artist represents a unique path while sharing the same ability to connect people through music. United by creativity and driven by curiosity, they embody the energy of a sneaker designed to move effortlessly between worlds.



Download the campaign images [here](#)

Global Launch

Later this year



Following its festival premiere, the Tomorrowland WR1 will launch globally on **September 14, 2026** via **store.tomorrowland.com** and the **Tomorrowland flagship store in Ibiza**. Available in seven distinct colorways, the WR1 will retail between **€129 and €179**.

Images: Via this [link](#), you can access all the campaign images.