

Xtep Donated 5,300 Quick-Dry Clothes to Support the Fight Against the Pandemic in Fujian Province

Xtep responded promptly to fight the COVID-19 outbreak in Fujian Province, Mainland China through the donation of a total of 5,300 articles of quality quick-dry clothing to healthcare workers and volunteers in Putian and Xiamen.



Frontline medical workers faced various health risks in their battle against COVID-19. To help them in this battle, Xtep provided them with quality clothing that was able to reduce the body temperature of the wearer, and thus avoid skin-related problems.



Xtep Joined Hands with Wuhan Marathon to Promote Green and Low-Carbon Living

Xtep, which has always been committed to environmental protection, was the Premium Partner and Sponsor of Wuhan Marathon 2021 in Mainland China. The marathon was held on 25 August, the "National Low Carbon Day", with an aim of raising public awareness of environmental protection and to cultivate a green living attitude in society.



Xtep Collaborated with Shaolin Temple Once Again To Seize On Widespread China Chic Trend

CORE XTEP BRAND



The "Xtep X Shaolin" pop-up event landed in Changsha, Hunan Province, Mainland China. To attract the Generation Z, a martial arts performance was arranged along with a fashion show that showcased the Shaolin collection. Marrying modern trends with traditional elements, the event conveyed the passion for martial arts and resonated with customers who were not content with simply going with the flow.

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The "Cherry Blossom Rain of Shaoshi Mountain" series echoed the Zen spirit of monks patiently meditating under cherry blossom trees.





STORE OPENING

MERRELL

Merrell Continues to Accelerate Store Openings in Top-Tier Cities and High-End Malls



Coinciding with its 40th anniversary, Merrell opened its first image store, an interpretation of the space capsule concept, on 19 September at HKRI Taikoo Hui, Shanghai, Mainland China.



Merrell x A.FOUR collection by Kazuki Kuraishi

With the expectations of professional sports enthusiasts in mind, Tokyo's renowned footwear firm Recouture held a "Merrell Remade Workshop" for its signature product, "Moab".

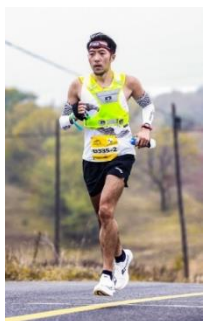
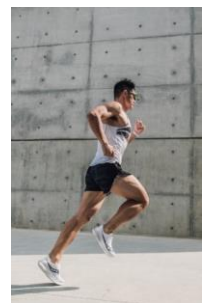


Immersed in the dynamic Merrell brand, KOLs and KOCs elevated the design of the shoes while promising wearing comfort that is beyond compare.

Saucony Continues to be the Professional and Loyal Partner of Global Runners

SAUCONY

Saucony unveiled the limited edition Endorphin Pro+ on 28 September. Of the less than 4,500 pairs it offered worldwide, 600 pairs were available in Mainland China. Saucony obsessed over every material and stitch to create the tailored-for-speed running shoes; cutting weight so as to empower runners to achieve their personal best.



Saucony was the Gold Sponsor of the BMW Hood to Coast Relay in Zhangjiakou, Hebei Province, Mainland China held on 25 September. It provided four supply stations that offered light meals and professional massages to participants. As the leader in performance running shoes, Saucony is committed to being the valued partner of all runners; preparing them for the sport right from the start.

BRANDING & MARKETING