



CORE XTEP BRAND

The Release of Xtep RC260 Running Shoe

RC260 Running Shoe



Xtep RC260 running shoe was unveiled on 15 October with more than 5,000 pairs sold in 24 hours, breaking the sales record of professional running shoes. After selling out the first batch through the "Xtep Running" live streaming platform on Douyin, the second round of pre-orders has exceeded 1,200 people, underscoring the strong demand for professional quality running shoes among runners.



<<< Continuing the technology of propulsive cushioning structure, Xtep RC260 running shoe aids runners to boost their performance. With a ETPSIU elastic midsole, which is 20% lighter than ordinary ETPU, its resilience and durability have enhanced by 15% and 20% respectively.

>>> The nylon fiberglass layer features anti-twist and support functions, better suiting runners' foot shape. Plus, a new ultra-thin CPU slip resistant outsole is designed with X-particles for a more stable grip.



Xtep Kids X KIDS WEAR at Shanghai Fashion Week

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The "KIDS WEAR – Xtep Kids Fashion Show" held by Xtep on 16 October during the Shanghai Spring/Summer 2022 Fashion Week enjoyed enthusiastic response. Some young models are great fans of Xtep Kids' products who have grown up with the brand together. The SS 2022 "Teenagers in a big country" series perfectly interpreted its three themes of "Heritage", "Era" and "Renaissance".



Xtep Kids





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Xtep Opened Two New Concept Stores

Store Opening



Jilin Changchun concept store

Xtep's two newest concept stores were opened in Changchun, Jilin province and Harbin, Heilongjiang province on 22 October. With the consumer-centered philosophy in mind, the two new stores have created a one-stop retail experience integrating shopping, entertainment and leisure.



Heilongjiang Harbin concept store

Located on one of the most bustling pedestrian streets in Changchun, the four-storey Jilin concept store covers 2,000 sqm. and sports an innovative industrial design appreciated by the youth. Situated on a historic century-old street in Harbin, the Heilongjiang store is built in Rococo style consistent with local historical and cultural ambience.

Debut of First XDNA Standalone Store in Changchun, Jilin Province



On 16 October, Xtep opened its first premium label "XDNA" standalone store in Changchun, Jilin province. The store is designed with metal walls and luminous lines to create a dimensional space. The thrill of the store opening was brought to a crescendo by the presence of Nicholas Tse, the brand ambassador of Xtep.



Opening of Xtep Run Club in Shanghai Century Park



The Xtep Run Club in Shanghai Century Park was officially opened on 30 September to disseminate running knowledge for visitors and runners. It provides bag storage, dressing rooms, replenishment, and charging services free of charge, as well as sports products and equipment needed by runners.

As of 31 October, there were 24 Xtep Run Clubs in Mainland China with over one million Xtep runners club members.

Xtep Donated Supplies Worth RMB25 Million to Support Shanxi Province

The suffering in Shanxi province from persistent heavy rainfall has tugged at people's heartstrings. Xtep donated supplies worth RMB25 million to support and help people afflicted by the rainfall to recover from the disaster and rebuild the community.



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