



CORE XTEP BRAND

## Mi Fan (弥繁) 2.0 Brought Into Spotlight, Integrating Retro and Modern Styles

PRODUCTS

### 历久弥新 以简复繁



To kick-start the new year, Xtep conveyed to consumers its most sincere blessing with version 2.0 of its vintage sneaker model Mi Fan (弥繁).

“Mi (弥)”, represents “advance”, illustrated by a pair of eyes – inherited from Mi Fan 1.0, to wish wearers the vision of good fortune for the whole year.

“Fan (繁)”, in English “complexity”, is in the splice of various textures such as faux fur and cloth, promising wearers the experience of “1+1>2”.

This new arrival in the Mi Fan series, like its forebear, has hit big among the fashion-conscious.



## Launched New JLIN2 Basketball Shoe to Honor Jeremy Lin’s Charity Campaign

Impressed by Xtep spokesperson Jeremy Lin’s “Heart of Three-Pointer” campaign, in which the basketball star donates RMB3,000 to society every time he makes a three-point field goal, Xtep launched the JLIN2 Heart of Three-Pointer in February 2022.

The shoes debuted in elegant purple with a pink overlay to illustrate Jeremy Lin’s love and care for the community.

A unique diamond-like TPU with “JL7” logo was found around the heel; paying homage to the sevenfold increase in donations by Jeremy Lin during his latest playoff run.



BASKETBALL

## Dark Horse JLIN2 Debuted to Celebrate 10th Anniversary of “Linsanity”



The legend of Jeremy Lin has swept the world for a decade. As “Linsanity” marks its 10th anniversary, Xtep rolled out Dark Horse JLIN2 this February. The shoes were covered in a suede cloth with detailed patterns to express splendor and restraint, while a black and white colorway was used to symbolize passion and attention.

Available in 12 provinces across Mainland China, Dark Horse JLIN2 has gone viral among basketball lovers.



PRODUCTS

SAUCONY

Saucony Unveiled the Endorphin Speed Special Edition

Saucony unveiled a VIZIGOLD-themed edition of the Endorphin Speed running shoes, like the bright sunlight emitting warmth and energy.



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Made from full-foot-palm nylon fiberglass and PWRRUN RB midsole, the model also incorporated a breathable MONO gauze on the surface. In addition, an enhanced stabilizing structure for the heel and SPEEDROLL technology – equipped as a worry-free choice, made the shoes ideal for racing and training.



Saucony Released Cohesion Classic 2K Limited Edition for Couples



As a prelude to Valentine's Day, Saucony introduced the Cohesion Classic 2K Limited Edition this February, serving as an ideal gift for loved ones. Taking cues from past members of the Cohesion Classic series, this cream colored 2000s retro model featured icing-like pale blue streamlines that perfectly matched different outfits.

K-Swiss Launched the GSTAAD Switzerland-Concept Tennis Shoes

K-SWISS

Coinciding with the Winter Olympics and the enthusiasm that it creates, K-Swiss has introduced its second model of tennis shoes. Named GSTAAD, they took inspiration from the Swiss town renowned for its skiing and tennis tournaments and leisure pursuits. Every detail of these simple yet classic shoes marvelously embodied the nobility and elegance of Switzerland.



PALLADIUM

Palladium Commemorated the 30th Anniversary of the Ecological Shoes



Palladium created the very first line of ecological shoes back in 1991. To mark the 30th anniversary of its nature-friendly vision, Palladium grandly presented the Commemorative Edition in February 2022. Finished in a stylish earth tone, it was also adorned with globe icons that represented sustainability.

Made of recyclable rubber, the outsole of the shoes was highly elastic and abrasive-free.

As part of its commitment, Palladium will continue to launch a series of green products that adhere to its motto: "Organic, Recycled, Sustainable."

