

Xtep swept “618” with online sales increased by 64% to RMB650 million



Xtep scored another triumph during this year’s “618” Shopping Festival. The Group recorded a 64% year-on-year online sales growth to RMB650 million, while the online sales of the core Xtep brand surged 61% to RMB590 million and those of Xtep Kids swelled 103% to RMB75 million. Saucony’s even rocketed 135%, the most among all international sports shoe brands during the Festival.

Xtep unveiled 100% PLA windbreaker to echo World Environment Day



Core Xtep Brand

To show its support for the World Environment Day, Xtep rolled out a 100% PLA (polylactic acid) windbreaker, a breathable, flexible, comfortable and durable piece of skin-and-eco-friendly sportswear. It was 100% made of PLA, a biodegradable material fermented and extracted from corn, straw, and other crops containing starch.

In recent years, Xtep has been enhancing the use of biodegradable materials, and it promises to continue reducing pollution at the root, thus achieving a sustainable future together with wearers.



“160X 3.0” and “RC260” presented new colorways; Brand-new training shoes “ULTRA FAST 3.0” came under spotlight



To give this summer a refreshing breeze, Xtep added four theme colors to its racing collections in June. “160X 3.0” featured a rolling propulsive carbon plate, X-Dynamic Foam PB midsole and slip-proof CPU outsole, which combined to bring wearers continuous rebound capability and steadiness in various road conditions. The brightly colored “RC260” racing shoes also cater to wearers’ multiple training needs.

Meanwhile, Xtep launched “ULTRA FAST 3.0”, an all-round training shoe model. The sole was made of 30,000 X-Dynamic Foam particles in density of merely 0.13g/cm³, offering over 70% energy rebound. A triangular full-foot palm TPU support and 3D frames on both sides provide wearers with comprehensive protection and ensure their steady running posture.



“ULTRA FAST 3.0” is priced at RMB539 >>>

Core Xtep Brand



Xtep Running Club arrived in Tianhe, Guangzhou



On 18 June, Xtep organized an 8km run in Guangzhou Tianhe Sports Center, to mark the debut of the Xtep Running Club (“XRC”) there. The Tianhe Sports Center XRC will provide runners with one-stop service, covering novel equipment, professional runner services, fun races, professional training and race enrolment, among others.

RUNNING CLUB

Brand ambassador Norrie reaches Wimbledon semi-finals



K-Swiss



Since 2020, Cameron Norrie, no.1 ranked British tennis player, has been sponsored by K-Swiss for his tennis footwear and apparel. K-Swiss is proud to be associated with Cameron while he is at the peak of his career, notably as the first Brit to win the men’s singles at Indian Wells in 2021.

Norrie played at the semi-finals of the 2022 Wimbledon Tennis Championships with outstanding performance, showcasing K-Swiss' tennis DNA to the world.

BRANDING

Saucony



New launch of lightweight supporting trainers “TEMPUS”

Saucony introduced “TEMPUS”, a breakthrough model of steady trainers. With its top-tier PWRRUN PB midsole significantly reducing its mass, a single 42.5-size shoe weighs 252g, the lightest among all Saucony’s lightweight models. The side walls and slip-proof band imbedded in its midsole also helped protect wearers’ ankles.



RFG pineapple-themed series released to kick off summer holiday

This summer, continuing its green initiative, Saucony adopted the novel and eco-friendly Piñatex® sewing technology to launch the RFG pineapple-themed series, including “SHADOW 6000” and “JAZZ 81”. The former featured a natural pineapple leaf fiber surface, hemp shoelaces and part-plant-based mesh, while the latter had a cork insole with pineapple patterns, offering refreshing vitality to summer.

PRODUCTS