

Xtep donated supplies worth over RMB5 million to aid Luding County in Sichuan Province

On 5 September, a 6.8 magnitude earthquake struck Luding County in Sichuan Province. Xtep partnered with China Children and Teenagers' Fund to swiftly distribute relief materials worth more than RMB5 million, including cold-resistant down jackets to the disaster-stricken areas to tide over the difficulties together with our fellow sufferers.



CSR

Xtep hosted reverse roadshow in Xiamen



During 14-16 September, Xtep Group held a reverse roadshow in Xiamen and invited analysts and fund managers from various institutions to visit the Xtep research and development centre, Xiamen Island Ring Boulevard Xtep Running Club and ninth-generation stores in Powerlong One Mall, showcasing the strong R&D capabilities and new retail experiences in a comprehensive way.

Mr. Ding Shui Po, Chairman and Chief Executive Officer of the Group; Mr. Tian Zhong, Xtep Brand Chief Executive Officer and Mr. Ricky Yeung, Chief Financial Officer, had in-depth sharings with investors and analysts at the luncheon, elaborating the latest strategies of each business segment. Engaging over 100 sellside and buyside participants, the reverse roadshow earned positive feedback.



STAKEHOLDER ENGAGEMENT

Core Xtep Brand



Xtep released fully upgraded RC260 2.0 running shoes



A year after the debut of the first generation of RC260, Xtep launched the fully upgraded RC260 2.0 running shoes in September 24. The new model improves on its predecessor, with the world's first PISA supercritical foaming "XTEP ACE" cushioning technology being used in the midsole to create an excellent rebound of over 70%.

The full-length nylon fiber plate plus advanced slip-resistant and durable marathon-level CPU outsole enhance running efficiency while ensuring cushioning performance. These three main features make the performance of the running shoes better than ever.

PRODUCTS

Core Xtep Brand



Premium label "XTEP-XDNA" debuted new trendy products at Shanghai Fashion Week



On 26 September, the premium label "XTEP-XDNA" showcased the latest Fall/Winter 2022 collections in Shanghai Fashion Week ranging from apparel to footwear, including the "Tikon Digital Starry Night Collection" and "Shaolin IP Collaboration Series". The event was showered by Xtep's brand ambassador Jiro Wang and special guest Lu Xianren who perfectly interpreted the historical tides of China.

With the theme of "A Journey of Self Discovery: A Genetic Co-creation of the Universe and People", the venue was designed as a cosmic space full of panoramic photo projection. With the fusion of elements representing the Chinese astronomical ancient culture of "Fire, Earth, Water and Wind", the new season of XTEP-XDNA highlighted its pioneering position in sustainable development concepts and environmental protection technologies.



BRANDING

K-Swiss and Rowing Blazers launched co-branded colorful tennis capsule collection



K-Swiss

K-Swiss and Rowing Blazers launched a joint colorful tennis capsule collection, highlighting the American classics with a diverse and interwoven aesthetic.

Featuring co-branded color matching classic Si-18 sports shoes, the series incorporates a colorful amalgam with classic brand elements, highlighting design breakthroughs in the new era.



PRODUCTS

Saucony



Saucony and TOMBOGO jointly launched "BUTTERFLY"



"BUTTERFLY", a collaboration between Saucony and TOMBOGO, debuted at Paris Fashion Week and became the talk of the fashion world. "BUTTERFLY" combines the abstract creativity of TOMBOGO and the sports functions of Saucony, using a detachable inner boot and outer shell to create an innovative dual-style pair of shoes.

PRODUCTS