



Core Xtep Brand



Xtep's "160X 3.0 PRO" running shoes helped elite athletes break national records at Xiamen Huandong Half Marathon

Following the successful debut of Xtep's "160X 3.0 PRO" running shoes at the Beijing Marathon, Peng Jianhua and Dong Guojian wore "160X 3.0 PRO" to set new national records on 18th December at Xiamen Huandong Half Marathon. It demonstrates Xtep's strong "champion's gene" and our brand's commitment to design and quality in order to support elite athletes in taking their performance to the next level.

Adopting the "XTEP ACE" cushioning technology and the world's first "PISA" supercritical foaming technology, the "160X 3.0 PRO" offers professional runners excellent rebound and propulsion. The "160X" carbon-fiber plate running shoe series has seen the birth of champions since its launch three years ago, helping 49 Chinese athletes win 228 championships so far.



Xtep appointed Wang Hedi as new brand spokesperson



Xtep is proud to announce that Wang Hedi, a famous Chinese actor who embodies possibilities, was appointed for the position of Xtep's brand spokesperson on 10th December.

Wang Hedi has dressed in a variety of outfits to portray Xtep's image as trendy and sporty, youthful and energetic, casual and comfortable, warm and retro-styled. Each outfit is designed with numerous details to illustrate the "extraordinary and unlimited" brand value.

BRANDING

K-Swiss



Grand opening of K-Swiss' flagship store in Changchun with new product launch



A grand opening was held for the 292 sqm K-Swiss flagship store at the iconic landmark "Ouya Shopping Mall" in Changchun, Jilin province on 10th December. Yuan Hong, a famous Chinese actor, was invited to present the new winter collection.

Wearing a "GLACIER 3000" parka down jacket and "SPACE BOOTS" snow boots, Yuan Hong added bright hues to the snowy white winter season and sparkled in K-Swiss' classic contrasting colours.



STORE OPENING

Palladium

Palladium's new image store opened in Xiamen premium shopping mall – The MixC Xiamen

Palladium opened a new image store at The MixC Xiamen, an upscale shopping mall, on 10th December. Each detail of the new store's decor reflected elements of French culture.

Coinciding with the opening of the new image store, Palladium showcased its early "SPRING 2023" signature collection. The collection continued the brand's 75-year tradition of interpreting freedom and exploration spirit through a variety of round labels and iris elements.



STORE OPENING

Saucony celebrated Triumph series' 20th anniversary with the comeback of "ProGrid Triumph 4"

Saucony



Saucony's millennial model "ProGrid Triumph 4", made with the most advanced technology in 2007, was relaunched in 2022 to celebrate the 20th anniversary of the Saucony Triumph series.

In order to complement its unique characteristics, the new series has adopted materials that are essential for stepping into the future, including an all-over mesh that allows for designs completely different from the original millennial style. Additionally, ProGrid technology provides support and cushioning, while the TPU heels and arch structure are stable, lightweight, and facilitate high air permeability. Also, the new colorways can be incorporated into the latest trends.

PRODUCTS

Merrell

Merrell "Thermo Rogue 3" won Global Design Award

"Thermo Rogue 3 MID GTX" won the Global Design Award at ISPO Award 2021 and was described as "The Most Influential" winter boots by Backpacker Magazine.

Among the many attributes of the boots include the use of GORE-TEX[®] which has proven to be highly functional due to its waterproof capability and high air permeability. In addition, a NASA-developed "PRIMALOFT GOLD aerogel" insole provides warmth and comfort for the wearer, while the "VIBRAM ARCTIC GRIP" outsole ensures excellent grip to the ground and helps the wearer cope with muddy, icy, and gravel conditions.



PRODUCTS