



Core Xtep Brand

Xtep announced operational updates on business in Mainland China for the fourth quarter and full year of 2022

On 16th January, Xtep announced its 2022 fourth quarter and full year operational updates. For the fourth quarter, the core Xtep brand recorded a high single-digit year-on-year decline in its retail sell-through, with a retail discount of around 30%. For the year ended 31st December 2022, retail sell-through of the core Xtep brand recorded a mid-teens year-on-year growth, with a retail channel inventory turnover of around 5.5 months.

Xtep remains optimistic about the medium to long-term business outlook as supported by the steady pace of recovery and the consumer market is expected to be revitalized. The Group will continue to embrace change to lead the sportswear industry and become a respected global sportswear player.



Xtep opened new flagship store on Chengdu Chunxi Road



Xtep opened a new flagship store on Chunxi Road with a fresh new look, making it Xtep's first city store with localized features and elevating the brand to a new level.

The new store is located on Chunxi Road in Chengdu, a prestigious area full of historical, cultural and commercial activities, and has become a core hotspot for fashion and trends in Chengdu. The interior of the new flagship store is designed in a metallic gray tone with a classic red color, highlighting the urban elements of Chengdu throughout the design space. Additionally, the new store features a themed zone specifically designed for Xtep Kids, which aims to offer children a social platform where recreation meets sports.

BUSINESS UPDATES

Xtep Kids was awarded "Best Partner of the Year" at China Hip Hop Awards Ceremony

Xtep Kids



On 10th January, Xtep Kids was awarded "Best Partner of the Year" at the China Hip Hop Awards Ceremony by China Hip-Hop Union Committee (CHUC) in Chongqing.

Since 2019, Xtep Kids has worked with the CHUC to hold a number of street dance events and competitions. In addition to providing a platform for young people who are passionate about street dance as a sport, it also supports the future of youth street dance, promoting street dance in China.

In the future, Xtep Kids will remain committed to the street dance industry to help more young people pursue their dreams through street dance.

BRANDING

K-Swiss

K-Swiss appointed Zhang Zhizhen as new brand spokesperson

On 13th January, K-Swiss proudly announced that Zhang Zhizhen, a well-known Chinese tennis player, was appointed as its brand spokesperson.

Zhang Zhizhen is the first Chinese male tennis player to reach the top 100 ATP rankings. He is also the first Chinese male tennis player to qualify for a Grand Slam tournament based on his ranking.

With its tennis DNA, K-Swiss is well versed in the art of this sport. Determined to integrate the brand's 56 years of exquisite craftsmanship and technology into new products, K-Swiss will join hands with Zhang Zhizhen to highlight the elegance and charm of tennis.



BRANDING

Palladium launched new Atelier Indigo Dye collection for early spring 2023

Palladium



Palladium recently unveiled the Atelier Indigo Dye collection for early spring 2023. The new collection was influenced by a unique ancient technique that involves dyeing blue woven fabrics with plant pigments. Through the use of dark sapphire blue as the primary color, the design combines traditional craftsmanship with modern trends to present a sporty style mixed with French vintage design.

The Atelier Indigo Dye collection features three styles of tops and retro woven trousers. With a variety of unique design features, the new collection caters to the need for both style and warmth, making it a fashion leader for early spring.

PRODUCTS

Saucony

Saucony launched Special Edition products for Xiamen "Running in Each City" event

Saucony's "Running in Each City" was held in Xiamen on 8th January. Through this event, Saucony hoped to accompany runners, regardless of their goals or distances, and to share the hardships and joys with them throughout the training process and achievement of their goals.

To pay tribute to the event, Saucony's "Xiamen Edition", designed to symbolize the vitality of runners by incorporating elements of "four-fruit soup", a traditional cuisine from Southern Fujian, was launched. The "Xiamen Edition" included four signature running shoes, "Endorphin Pro 3", "Endorphin Speed 3", "Tide" and "Slay", covering the entire spectrum of runners, from entry level to professionals. Saucony will continue to engage runners in various cities in 2023.



BRANDING