



Core Xtep Brand



### Xtep "160X 3.0 PRO" supported athlete to win the championship in the Shenzhen marathon

On 19th February, Chinese runner He Jie worn Xtep's "160X 3.0 PRO" in the Shenzhen marathon, finishing the race in 02:13:29 and won the championship.

Echoing with He Jie's perseverance and unbeatable spirit, the "160X 3.0 PRO" championship running shoes will continue to inspire runners' enthusiasm and power, showcasing to the world the strength and speed of Chinese athletes.



## BRANDING

### Xtep "Yingqing" series wins the hearts of runners with exceptional comfort



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Xtep's "Yingqing" series has been widely favoured by celebrities from various sectors, including professional runners and KOLs, since its debut in January 2023. Boasting XTEP ACE cushioning technology, the world's first PISA supercritical foaming technology, "Yingqing" is suitable for occasional runners while "Yingqing PRO" is perfect for frequent runners who seek enhanced protections.

With large hollow design, "Yingqing" allows excellent rebound and all-round cushioning. Its one-piece dense fly-knitted fabric is pliable, tough yet comfortable, and the stress points of the outsole is made of highly durable and slip resistant rubber, making the shoes ideal for daily use and running exercise. "Yingqing PRO" integrates multiple technologies offering a professional experience to beginner runners with its over 70% rebound resilience. Combined with the large hollow midsole design, the materials and structure complement each other, doubling the cushioning performance. Its marathon CPU outsole is wear-resistant for more than 2,000 kilometers and skid-proof.

## PRODUCTS

Xtep Kids



### Xtep Kids launched "Xing Ren 1.0" running shoes with a solid athletic pedigree

Xtep Kids launched the brand new "Xing Ren 1.0" running shoes series which are embedded with five technologies to offer strength and comfort to wearers.

Adopting Xtep's proprietary 42C elastic technology, "Xing Ren 1.0" running shoes are equipped with breathable MONO net upper, TOPOS TECH with three times stronger support as well as KEEL double-prong anti-torque and propulsion technology that increases torsion resistance by 43.8%, and a precise grip asymmetrical astrolabe shoe sole spikes, allowing young runners to compete comfortably and swiftly.



## PRODUCTS

## K-Swiss

## K-Swiss unveiled a new elegant shoes collection for SS2023

With inspiration from tennis sport, K-Swiss released a new elegant shoe collection for Spring Summer 2023.

Each of the eight models in the collection has unique features appropriate for a variety of occasions and styles. The "Classic 66" sneakers are elegant in pure white, while the "Kraft" stitched skateboarding shoes echoed street fashion with colorful stitching. The "Matterhorn" is a water-resist reinvention of the classic trail running shoes, and the "Match Rival" is a retro sneaker with delicate Lycra fabric. "Tubes Pro" features high-quality leather ideal for urban commuting.



## PRODUCTS

 Palladium launched military-style collection  
An amalgamation of classic and functions

## Palladium



Palladium launched a military-style collection in February, which retains the brand's classic military style and reflects of the essence of the nearly 80 years of workwear culture and brand champions.

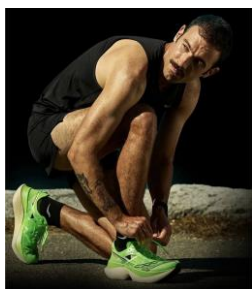
Three models are included in the collection, namely "PALLABLAST CHT", "PALLANOTE", and "PALLAVORTE". Carbon fiber texture TPU is used on the heels of both "PALLANOTE" and "PALLABLAST CHT", making them light and strong. The limited-edition military story pack is accompanied by a special metal military badges, making each shoe unique.

## PRODUCTS

## Saucony

## Saucony launched "KINVARA 14" series

On 10<sup>th</sup> February, Saucony launched the new "KINVARA 14" series with 3mm thicker PWRRUN midsole which enhances cushioning performance and unlocks the potential of the feet. It gives runners optimized cushioning experience as well as superb road feel. Every detail of the series speaks to the brand's quest for excellence.



## Saucony released new flagship marathon carbon plate running shoes – "Endorphin Elite" limited edition

Saucony has never stopped to create the ultimate running shoes for race runners. On 21<sup>st</sup> February, it availed in limited quantity across the country the new "Endorphin Elite". The shoes are suitable for forefoot runners with a full marathon performance within three hours to cross their limits on racing day. The design allows runners to run comfortably at extreme speeds with ultimate backing and support.

## PRODUCTS