



Xtep International Holdings Limited

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Newsletter



Xtep announced its operational update in Mainland China for 3Q2025

Xtep announced its operational performance for 3Q2025. During the period, retail sales of the core Xtep brand increased by low single digit year-on-year with a retail discount of 25%-30%, and channel inventory turnover stood at 4 to 4.5 months. Meanwhile, retail sales of Saucony recorded an over 20% year-on-year growth.

BUSINESS UPDATES

Core Xtep Brand

Xtep's first gold label pop-up store landed at SEG International Shopping Center in Xi'an

Xtep unveiled its first Gold Label pop-up store at SEG International Shopping Center in Xi'an. As a key initiative in advancing the brand's premiumization strategy, the gold label pop-up store centers around the concept of "Xtep: Chinese Roots, World-Class Running Shoes". It seamlessly blends minimalist design aesthetics with professional running culture. The store also launched the Xi'an-exclusive edition of the "160X 7.0 PRO" running shoes, creating a brand experience space that combines cutting-edge technology with cultural resonance.



Xtep and Zhongfu Shenying forge strategic partnership on T1100-grade carbon fiber

Xtep announced its strategic partnership with China's leading carbon fiber enterprise, Zhongfu Shenying Carbon Fiber Co., Ltd., to collaborate on T1100-grade carbon fiber, a top-tier material worldwide. Through this collaboration, both parties will jointly explore innovative applications of T1100 carbon fiber to create the next generation of groundbreaking, top-tier racing shoes to solidify Xtep's leadership in the high-end running shoe market by empowering elite runners and sports enthusiasts worldwide.



Xtep running shoes continued to help elite runners win championships across multiple city races



Xtep running shoes continued to empower elite runners to achieve outstanding results in multiple domestic competitions. At the Beijing Haidian Marathon on 12th October, Cao Tianxiang, wearing "160X 7.0 PRO", broke the event record and won the men's championship with a time of 2:18:22. In addition, during the double-festival period in October, Xtep running shoes secured 7 championships in 5 cities.

Xtep launched "X-GOLD AIR" thermal-tech cotton jacket

Xtep launched its new "X-GOLD AIR" thermal-tech cotton jacket designed for professional winter training. Featuring aerospace-grade insulation material, it offers a lightweight feel with exceptional heat retention, and also contains low-absorption fibers to maintain dryness and durability.



CHANNELS, RUNNING & PRODUCTS



Saucony

Saucony launched a new store in Wuxi Hang Lung and reopened in Beijing Sanlitun after renovation

Saucony's store in Beijing Sanlitun was renovated in October. The new store showcases more lifestyle products of Saucony and perfectly integrates the cutting-edge tech products, diverse trendy offerings, premium customer experience and vibrant community events, aiming to become an inspiration hub for lifestyle sportswear.



Moreover, at Wuxi Hang Lung, "SAUCONY URBAN MUSE" 4.0 began a new chapter with a fresh visual space. The store's interior features dynamic, flowing lines to represent the speed of running. The freestanding curved clothing wall showcases the brand's strategic expansion into new clothing categories and serves as a display space for future collections.

Saucony launched an autumn/winter down jacket series



Saucony launched a new autumn/winter down jacket series. The men's collection features three-dimensional tailoring, seamlessly blending functionality with style. Filled with 90% goose down, the women's series has a hood with adjustable drawstrings to provide constant wind protection and warmth.

Saucony once again collaborated with Jae Tips to launch co-branded series

Saucony once again collaborated with artist Jae Tips to launch the new co-branded "Flowers Grow Uptown" collection. The "ProGrid Triumph 4" original series features a daring clash of pink and green hues paired with a mix of materials such as faux turf fleece and translucent rubber. Retaining the ProGrid midsole cushioning technology and the ARCH-LOCK arch stabilization system, the shoes deliver excellent rebound cushioning and stable support, seamlessly blending style and comfort.



STORE OPENINGS & PRODUCTS

Merrell held a trail running race to explore new outdoor possibilities

Merrell



On 8th October, Merrell held a trail running race at Baojie Mountain Forest Park in Wuxi with 500 trail runners traversing a scenic course of lakes and mountains. Merrell's trail running shoes delivered comprehensive support throughout the race, offering stable support and multi-terrain adaptability, setting a new benchmark for mountain trail running events.

BRANDING