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Xtep X Young Saucony MERRELL

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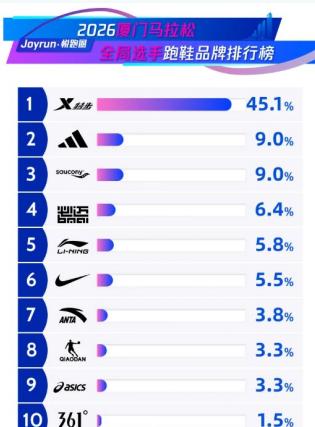
Newsletter



Core Xtep Brand



Xtep running shoes ranked first in wear rate at Xiamen Marathon and empowered elites to victory in major marathons



As the strategic partner and exclusive official sports equipment sponsor of the 2026 Xiamen Marathon, Xtep running shoes demonstrated outstanding performance, boasting the top wear rate among all runners and sub-three hour runners, setting the standard for the fifth and sixth year in a row, respectively. Moreover, Xtep's "160X 7.0 PRO" championship running shoes became the top pick among sub-three hour runners. Yang Shaohui, wearing the Xtep "160X" running shoes series, claimed the title of domestic champion.

At the Chongqing Marathon held on 18th January, Feng Peiyou, wearing the Xtep "160X 7.0 PRO" championship running shoes, broke the Chinese athletes' event record, and claimed first place among Chinese runners.

Xtep launched "QING YUN 2.0" and "2000KM 5.0 PRO"

Xtep launched its new flagship cushioning running shoes – the "QING YUN 2.0" – equipped with the ACE cloud cushioning system that offers full-length cushioning, wide last design, and stable torsion resistance.

Additionally, the newly launched "2000KM 5.0 PRO" super plate-free training running shoes are suitable for commuting, LSD workouts, and race preparation. Equipped with a 3mm ultra-thick durable rubber outsole and ACE midsole technology, the shoes were awarded the "Technology Breakthrough Leadership Award" at the NEWty2026 Tmall Super New Product Festival.



RUNNING & PRODUCTS

X Young

Xtep Growth Shoes won "Sports Innovation of the Year Award" and unveiled New Year limited-edition colorways



On 6th January, the Xtep Growth Shoes innovation project was honored with the "Sports Innovation of the Year Award" at the 12th SportsMoney Industry Awards. The project pioneered a full-chain "height development through sports ecosystem", and collaborated with eight authoritative institutions and experts to release the first "Blue Book on Youth Sports and Growth." Additionally, Xtep Growth Shoes in limited-edition New Year colorways were launched, providing all-around support for height development through sports.

AWARDS & PRODUCTS



Saucony

Saucony unveiled Project "S" Chapter II: Year of the Horse New Spring Collection Campaign



Saucony once again teamed up with Hare Ho, Creative Director of LAMFO, to launch Chapter II: Year of the Horse New Spring Collection Campaign of Project "S". With the "horse" as the spiritual core, the series masterfully integrates the galloping motion into the brand's logo letterform to create a visual system that blends eastern cultural heritage with a contemporary minimalist aesthetic. The apparel itself adopts a limited-edition New Year color palette of red and black, with oversized tailoring and seamless construction that ensures both comfort and utility.

The series also introduces a comprehensive line-up of footwear spanning professional running and lifestyle wearing, including "ENDORPHIN ELITE 2" and "TRIUMPH LFS WOOLLY" core running shoes, which are precisely tailored to address the diverse needs of runners across different scenarios.



Saucony launched AZURA RE Year of the Horse limited-edition collection

On 1st January, Saucony launched the AZURA RE Year of the Horse limited-edition collection. Inspired by the free spirit of the Chinese zodiac "Horse", this collection reworks the iconic Grid Azura 2000 line by introducing the grassland phantom horse coat natural colorway and a creative black-white zebra pattern variant. Through creative material combinations and color pairings, the designs masterfully integrate eastern cultural imagery with the brand's retro DNA.



PRODUCTS

Merrell MOAB3 hiking shoes introduced new mountain-inspired colorways

Merrell



On 15th January, Merrell debuted two new colorways for its MOAB3 hiking shoes – "Rice Ink Green" and "Almond Yellow". Drawing inspiration from the earth, this refresh of a classic is aimed at meeting various outdoor scenarios and styling aesthetics through colors that are close to nature.

PRODUCTS