



Core Xtep Brand

Xtep strengthens core running product portfolio with launches of "360X 3.0 FLY" and "Qingzhou Ultra"

In May, Xtep launched the "360X 3.0 FLY" running shoe, featuring XTEP ACE technology. Designed for "dual-lifestyle runners" to seamlessly transition between daily commutes and sports activities, it combines XTEP POWER and a flexible carbon fiber plate with the XTEP DURA anti-slip, abrasion-resistant outsole, delivering versatile daily support.



In addition, the newly launched "Qingzhou Ultra" cushioning running shoe caters specifically to mass market joggers seeking enhanced joint protection. Equipped with a 2,000-kilometre wear-resistant CPU outsole and a wider 2E last developed based on Xtep's proprietary Chinese foot-shape database to effortlessly accommodate various foot types, it significantly upgrades long-lasting durability and comfort.

Xtep "160X" championship running shoe series continued to support elite athletes in winning accolades across multiple cities nationwide



Xtep "160X" championship running shoe series delivered outstanding performance in numerous races from 10K to full marathons, helping elite athletes frequently take the podium in such locations as Gansu, Hubei, Hebei, Jiangxi and Yunnan. It also assisted athletes such as Zhang Qifei and Huang Fei win multiple championships.

X Young launched the new "Cool Breeze Series" with four key technologies for spring and summer sports

X Young



X Young launched the new "Cool Breeze Series", featuring four key technologies: instant cooling, breathability and quick-drying, advanced sun protection and thermochromic sleeves. Designed to transition effortlessly from classroom to outdoors, it keeps children dry and comfortable during spring and summer sports activities.

Saucony

Saucony launched "TRIUMPH 24" and supported the Lujiazui Wellness Festival 2026 opening run

On 15th May, Saucony officially launched "TRIUMPH 24" running shoe. Featuring upgraded technology, it is the first to incorporate the incrediLUX midsole and FORMFIT comfort technology, significantly enhancing lightweight performance and walking stability for both urban sports and everyday wear.



Meanwhile, Saucony partnered with GYMSQUARE for the "Run for Triumph" campaign at the 2026 Lujiazui Wellness Festival. The event drew 45 running enthusiasts from finance, entrepreneurship and consulting, who ran together wearing the "TRIUMPH 24." This initiative deepened Saucony's connection with its core consumers while reinforcing its leadership in professional running.

Saucony soft-launched its first flagship store in Hong Kong at K11 Art Mall

Saucony soft-launched its first Hong Kong flagship store at K11 Art Mall on 28th May, blending professional running with athleisure style. Inspired by the brand's iconic river logo and local running tracks, the store offers professional running and sports lifestyle products, alongside exclusive limited-edition items and a dedicated foot measurement zone. Saucony will hold an opening ceremony and launch a limited-time experiential event at K11 Art Mall in late June.



RUNNING & PRODUCTS

PRODUCTS

BRANDING & STORE OPENING



PRODUCTS

Saucony

Saucony launched the "Hood to Coast" 10th anniversary special edition running shoe

To commemorate the 10th anniversary of the "Hood to Coast China Relay," Saucony launched the "ENDORPHIN PRO 5" special edition running shoe. Featuring a highly recognizable fluorescent green colorway and reflective design, this new model ensures the safety of runners during long-distance evening runs. In terms of core performance, the shoe integrates the "POWERRUN HG" and "POWERRUN PB" dual-layer midsole technologies, delivering exceptional cushioning and rebound experience, while incorporating the SPEEDROLL concept to provide runners with stable propulsion.



Merrell collaborated with Snow Peak for the third time to launch a high-performance waterproof hiking shoe

Merrell

On 27th April, Merrell unveiled its third collaboration with Snow Peak: the SPEED ARC MATIS GTX, a high-performance, waterproof hiking shoe. The shoe integrates GORE-TEX® protection with a Vibram® outsole and features a nature-inspired color palette with uncompromising craftsmanship to elevate outdoor exploration. This collaboration further deepens the brand's product portfolio in the premium outdoor market, showcasing its brand values of innovation and sustainability.



PRODUCTS

ESG

Xtep launched dedicated products for visually impaired runners and donated running shoes to advocate barrier-free running

On 10th May, Xtep held a product experience and sharing session at the Beijing Olympic Forest Park Running Club exclusively for visually impaired runners, unveiling two customized shoes: the 160X 7.0 PRO "Where the Heart Leads" and the 360X 3.0 "Rainbow Trail", which are paired with professional running guide ropes with encouraging messages in Braille and reflective elements. Xtep donated 500 pairs of 360X 3.0 "Rainbow Trail" running shoes to the China Association of the Blind for nationwide visually impaired running groups.



Xtep partnered with ATRenew to host a family-friendly environmental cleanup run, deepening its brand value of sustainability



On 1st May, Xtep and ATRenew jointly hosted the "Return to New Life · Run for a Clean Future" family-friendly environmental cleanup charity run at Tongming Lake Park in Yizhuang, Beijing. The 3.24-kilometer event combined jogging with litter collection, waste-sorting stations, and a tour of an ATRenew sorting facility, showcasing Xtep's sustainable closed-loop approach of "run + pick up + learn + recycle."