



Core Xtep Brand

Xtep launched the Wuhan limited edition championship running shoe "160X 7.0 PRO"

On 1st February, as the premier partner of the Wuhan Marathon, Xtep officially launched the Wuhan limited edition championship running shoe, the "160X 7.0 PRO".



The design ingeniously incorporates local city symbols, including vibrant elements inspired by Wuhan's iconic delicacy "crayfish", vividly showcasing the city's unique charm. In terms of performance, this limited edition running shoe inherits the championship technology DNA of the "160X 7" series, providing runners with comprehensive support to help them continuously push their limits.

Xtep unveiled new "Dreamer" colorway for championship running shoe series

On 24th February, Xtep championship running shoe series "160X 7.0," "160X 7.0 PRO", "260X 3.0", "360X 3.0", and "360X 3.0 LITE" introduced the new "Dreamer Colorway". Inspired by colorful brushstrokes, this series seamlessly blends athletic energy with artistic aesthetics through bold, flowing color contrasts, empowering every runner to unleash their boundless potential with every stride.



Xtep introduced Chinese New Year collection with "Adding Horsepower to the New Year" theme



With the arrival of the 2026 Spring Festival, Xtep unveiled its Chinese New Year collection, under the theme "Adding Horsepower to the New Year". Endorsed by brand spokesperson Fan Chengcheng, the collection features trendy items such as New Year hoodies, knit tops, and Xinhui classic sneakers. Blending traditional elements of good fortune with contemporary fashion design, the collection infuses energy, vitality, and heartfelt blessings into the New Year.

PRODUCTS

X Young acted as the title sponsor and the exclusive sportswear partner of the BDS World Kids Street Dance Game

X Young



Following 244 days of nationwide preliminary round, the 6th BDS World Kids Street Dance Game finals took place from 31st January to 2nd February in Jinan. As the title sponsor and exclusive sportswear partner, X Young provided professional dance sportswear and equipment support for all participants. The event brought together top young dancers from across the country and featured an international panel of judges. The collaboration deepened the brand's emotional connection with young people, continuously supporting their passion with professionalism, while also strengthening Xtep's leadership in the youth sports market.

BRANDING



X Young

X Young launched "Xtep 100 3.0 PRO" professional track racing shoes

X Young unveiled the all-new "Xtep 100 3.0 PRO" running shoes, designed specifically for track racing. The shoes feature XTEP POWER technology for enhanced propulsion and cornering performance, along with an XTEP ACE high-elastic nylon midsole delivering over 76% energy return for instant rebound. The parametric CPU outsole improves grip on curves and dynamic balance stability, while the zero-drop last and "popcorn" stability insole provide stable wrapped support.



PRODUCTS

Saucony launched the "SURGE SPIKES 80S" Series

Saucony



Saucony introduced the "SURGE SPIKES 80S" series, which blends iconic ballet shoe elements with the brand's retro spiked shoe DNA. By deconstructing and reconstructing the design language, the series aims to power women with diverse styles while maintaining comfort and aesthetics. The series is available in three colorways, with low-saturation brown, off-white, and blue-gray as primary tones. Additionally, the retro thin sole contours with the natural foot shape and is paired with an '80s-inspired spiked tread pattern, ensuring both lightweight steps and enhanced grip, perfectly marrying vintage style with everyday convenience.

PRODUCTS

Merrell

Merrell's "Agility Peak 6" technically advanced trail running shoe is now available worldwide

On 6th February, Merrell unveiled the all-new "Agility Peak 6", a technically advanced trail running shoe engineered for peak performance. The new series is equipped with the RockPlate™ lightweight rock guard plate, Vibram® Megagrip™ all-terrain nonslip outsole, and Traction Lug shark-tooth technology for superior grip. The FloatPro Foam™ midsole with FlexConnect™ dual-flex grooves delivers stable cushioning and flexible response, supporting runners in tackling diverse terrains with ease.



PRODUCTS