

THE RUNNING RUNWAY 2021



The role of apparel at run specialty retail has changed dramatically in this Pandemic Age and retailers are taking a close look at the brands and styles they are putting on their socially distanced floors. The major vendors have responded with fashion forward and technically advanced apparel for all ages, types and sizes. These next pages highlight the trend-right fashions that run specialty retailers will need to look good.

BY CARLY RUSSO

New Balance's Q Speed Jacquard tops are breathable and come in a range of colors for its short-sleeved and tank top designs.

The Running Fashion Show Apparel



The Convertible Run Bra from **Brooks** allows runners to switch between scoopback and racerback for comfort and personalized style. Other benefits include subtle nipple coverage, shock-absorbing technology that provides smooth coverage and minimal shape without a built-in cup and sweat-wicking, quick-drying DriLayer HorsePower fabric.



2UNDR's Power Shift with ColdSkin has a poly blend design to provide the best support and quick-dry performance suited for competition, while the patented Joey Pouch delivers fit while preventing unwanted skin contact and chafing.

Janji's 3-inch AFO Middle Short in Psychotropic is designed by an artist from Chennai, India.



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The medium support Piping GPX bra from **ASICS** is equipped with a four-way stretch fabric and quick-drying properties and features removable pads to switch up the shape and feel.

Steigen's new apparel line includes an ultra-lightweight and anti-drying Pro Singlet that keeps moisture on the skin to cool runners down in the heat.



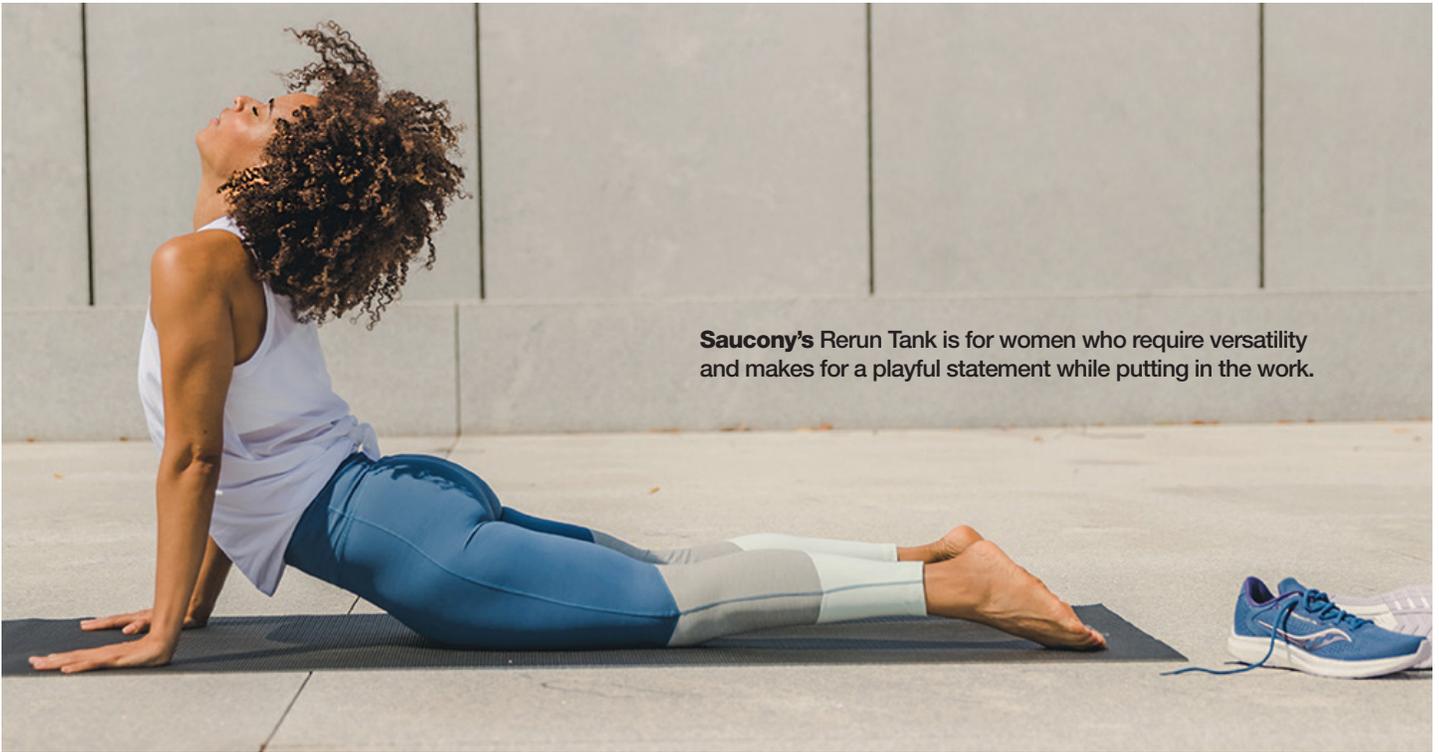
The **Skechers** Performance Apparel Gratitude 7/8 Legging features a soft nylon and spandex blend fabric in a 7/8 length with comfort features.



Headsweats' Active Tanks feature performance macro orb Repreve fabric, a sustainable material made from three recycled plastic bottles, making it lightweight,



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Saucony's Rerun Tank is for women who require versatility and makes for a playful statement while putting in the work.



The refreshed collection of **Brooks** running shorts feature ample storage options, sustainable materials and smart distraction-free designs — and nothing to rub runners the wrong way. Strategically-placed pockets offer plenty of storage options and are designed to keep essentials securely stowed while on the run.

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Expanding into apparel, **Nathan's** ultra-lightweight performance windbreaker is silent when moving (including jingle-free zippers) and packs easily and compactly into its own pocket, which makes it a fine travel companion.

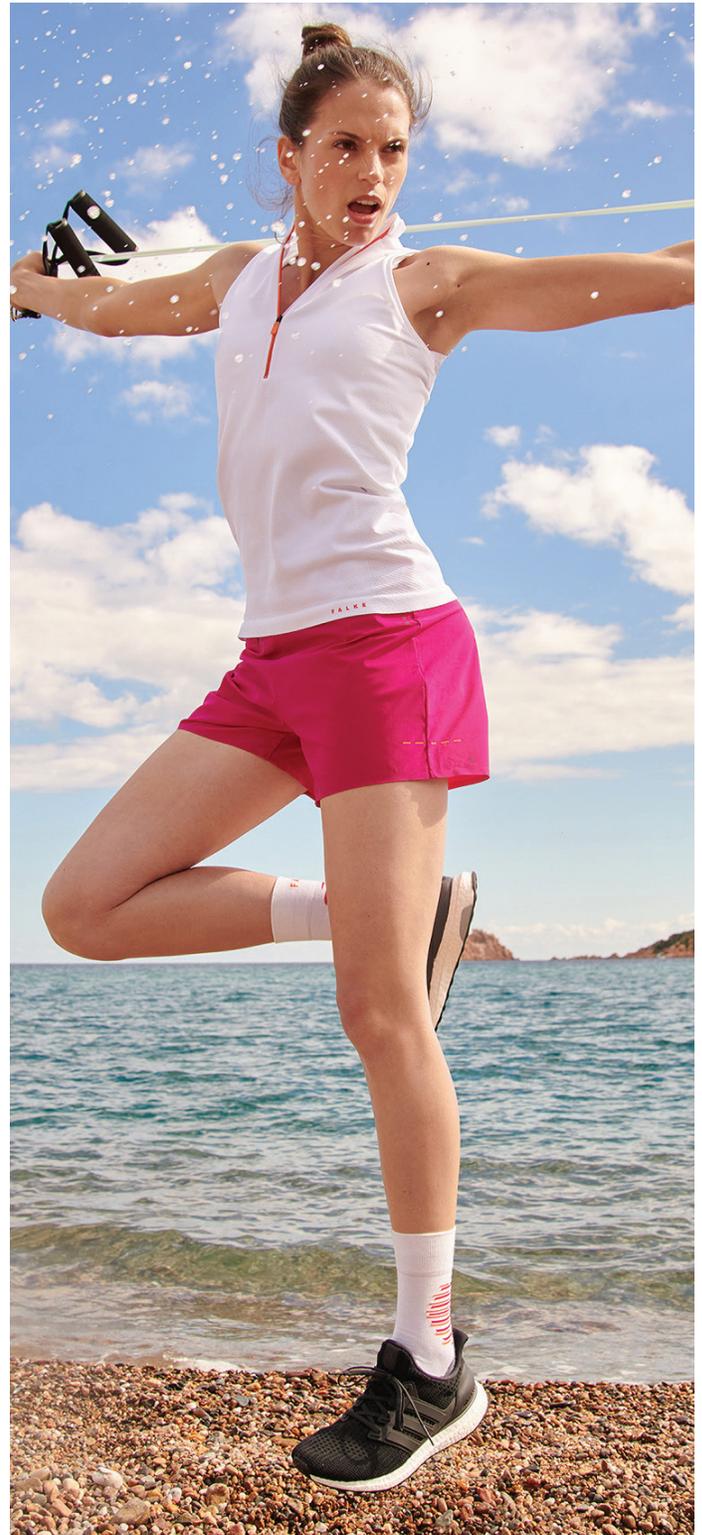


The **ASICS** Visibility jacket for men and women features reflective accents and a water-resistant material for better protection. The main fabric is made with a sustainable material that's constructed with recycled polyester.

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The **Nike Windrunner Jacket** is made with at least 75 percent recycled polyester fibers and a reflective graphic made with Nike Grind — and hidden pockets from front to back.



The fasciae in the shoulder and trunk area of **Falke Impulse Running shirts** are activated by motion to strengthen the abdominal and back muscles and help pull the shoulders down and back so that the runner can breathe more freely. At the same time, the activators also contribute to an improved arm swing.