

CRAFT BIKE: ELITE ATTACK JERSEY

LIGHTWEIGHT HEAVY ATTACK

The attack continues: Swedish sportswear specialist CRAFT introduces its new Elite Attack Jersey designed for glorious breakaways. The high-tech jersey considers all the specific cyclists' needs in its complex, 3D construction with the brand's unique Moving Wing Technology for full release in the upper back area. Engineered for serious riders, the full mesh material is worked in a unique knitting construction and thus provides outstanding cooling properties. The attacking approach is weighed in 105 grams (size M), felt in the fit, and seen in the unique design.

CRAFT presents the coolest and lightest attack on the saddle: To beat the heat, the new Elite Attack Jersey is made of Cool Mesh Superlight material, which weighs in at 86 g/m² only. The soft, elastic hexachannel fibres are worked in a unique knitting technique featuring a honeycomb construction with big hole mesh on the outside for fantastic ventilation. While on the inside plain material effectively wicks moisture away from the skin. This results in an unbeatable heat and moisture dissipation.

The 3D cut is designed specifically for the forward leaning position on the bike. To guarantee full freedom of movement despite the tight, athletic fit, CRAFT combines the high elasticity of the material with its unique Moving Wing Technology. This wing-like construction in the upper back area and around the shoulders moves with the body and provides full release.

The new Elite Attack Jersey also features a full front zip, reflective prints, four back pockets (one zipped) for smart storage, and elastic silicone print on the seam, which keeps the jersey in place.

For more information see www.craft.se

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CRAFT LAYER 1: BIKE SPECIFIC BRA

UNIQUE SUPPORT FOR FEMALE CYCLISTS

Women can expect a lot of support from Sweden in summer 2011: Craft introduces a technical range of four bras engineered specifically for different activities. Shoulder straps, mesh panels, compression material and overall 3D-fit are shaped, body-mapped and fine-tuned for the respective exercise. Thus, the truly unique Bike Bra is constructed for the forward-leaning cycling position, and a model with bodymapped Windstopper panels protects from cold wind.

Swedish sportswear brand CRAFT once more underlines its pioneering role with the new, unique **Bike Bra**. Engineered particularly for cycling, the Bike Bra differs not only in detail from the Sports Bra designed for high intensity activities such as running, fitness, tennis etc., where women need a high level of support. Cycling is a rather static exercise – at least for the upper body. Thus, the Swedish brand reduces the amount of body control material and instead integrates more cooling Mesh Superlight fabric.

The focus for this Bike Bra was on creating the perfect shape for the specific, forward-leaning position on the bike. Thus, the narrow shoulder straps and the wide cut-out around the shoulders are perfectly shaped for the riding position so that the female cyclists won't struggle with chafing. Of course, as *the* specialist for functional sportswear, Craft focuses on effective moisture management and fantastic cooling properties, achieved with the brand's top material: Mesh Superlight. The test winning, soft fabric is used in lining, edging, on the back and below the chest. Since you often fight against the wind on your bike, Craft also offers a bike bra with bodymapped Windstopper® panels in the front – the **Bike Windblock Bra**.

All bras protect from UV-rays with an UPF of 50+.



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Swedish brand CRAFT is the pioneer of functional apparel for serious athletes. Since 1977 CRAFT has devoted itself to developing innovative clothing built to withstand extreme requirements in all conditions. CRAFT works closely with its many sponsored athletes and national teams, and focuses on designing the highest performance gear. The brand's foundation is its authentic understanding and love for the sporting culture, reflected in its strong involvement in cross-country skiing, biking, and running. Constantly working on the optimisation of innovative material and construction technologies, CRAFT sportswear is the ideal training and competition gear for all activities year-round.

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CRAFT BIKE: LOOSE FIT SHORTS

COOLNESS IN LOOSENESS

Swedish sportswear specialist CRAFT introduces an entire program of new bike shorts with a loose cut and high function. Rugged material guarantees trail durability, elastic panels and the ergonomic cut offer freedom of movement in and out of the saddle, while ventilation details provide even more coolness.

CRAFT's **Performance Loose Fit Shorts** unite four different materials to guarantee the most comfortable ride on any terrain. Durable fabric for ruggedness on the trails, elastic inserts and a gusset make sure the shorts fit on and off the saddle. CRAFT integrates a wide Velcro adjuster for a comfortable, secure fit. There are zippered ventilation options on the side and a zippered pocket for valuables. Further, the removable inner short is made of cooling hexachannel fibres and comes with a gender specific, laminated, and antimicrobial pad.

The **Active Loose Fit Shorts** is made of soft, breathable, yet extremely durable Polyamide material. Elastic panels guarantee extra freedom of movement and mesh inserts add coolness. The shorts come without inner short, feature two open pockets and one zippered pocket.

Active Loose Fit Basic Shorts for men is combined with the (removable) Cool Bike Boxer which has a thin, yet comfortable and extremely quick drying, antimicrobial padding. The fabric's high stretch quality and breathability guarantee great riding comfort and the shorts come with two zippered side pockets.

For more information see www.craft.se

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CRAFT: SPORT SPECIFIC SOCK PROGRAM

GETTING SPECIFIC

With an entirely new sock program, sportswear specialist Craft introduces individually designed, sport specific gear for the feet. The Swedish brand adjusts high-tech materials, body-mapped mesh panels and pressure points to the demands of bikers, runners and cross-country skiers. The collection is further divided into three temperature categories offering the right sock for the right conditions.

In summer 2011, Craft launches a sock concept dedicated to provide sport specific comfort. The Cool Bike Socks, for example, are made of a very soft and thin, yet durable Polyamide fabric that is worked in a special, air-channelled knitting technique. Thus, the socks offer exceptional moisture transportation and ventilation properties! For further coolness, Craft integrates body-mapped mesh panels in crucial areas of the feet. The front is protected by a soft, ergonomically shaped toe cap and elastic arch ribs make sure the socks stay in place.

Since foot movement and pressure points vary between different sports, Craft has adjusted its bike sock collection to the individual demands of cyclists. To comfort the pinpointed pressure points, the bike specific socks come with just the right amount of cushioning and shock absorption – in the right places.

While the Cool models are ideal for warm to hot conditions, the Zero socks were engineered for mild temperatures and the Warm socks for cold winter days. The range further includes two Basic socks for everyday use as well as the Body Control sock utilizing compression material.

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