

FOR IMMEDIATE RELEASE

## BEACHBODY® APPAREL AND FOOTWEAR LAUNCHES FALL/WINTER 2018 COLLECTION



JANUARY 28, 2017 – Global Brand Partners Pte. Ltd., the exclusive global apparel and footwear licensee of BEACHBODY®, returns with its second collection for Fall/Winter 2018 after a successful debut of the Spring/Summer 2018 collection.

Beachbody® apparel and footwear designs continue to incorporate cutting-edge material technology and ergonomic design elements to create high-performance fitness products.

### Apparel Technology

Combining industry expertise with market research and insights from athletes, Beachbody® apparel is specifically designed to deliver the best, engineered performance fit on the body. Materials integrate technology at the yarn level, creating fabrics with properties that can help to relieve muscle fatigue, or help keep the skin cool and dry due to superior wicking capability. The weight, feel and stretch of the fabrics vary, giving the full collection a year-round, transitional, global appeal.

### Footwear Technology

The Beachbody® footwear collection is designed and developed based on proprietary training research by Progressive Sports Technologies Ltd., UK. The information derived from this research allows us to integrate state of the art technology, comfort and style into every Beachbody® shoe, for unparalleled performance and support. Performance materials such as our engineered knitted uppers maximize function, breathability and fit, while performance synthetic leathers and nubucks give durability, lightweight support and protection.

Fall/Winter 2018

**Bringing the apparel and footwear to life is this season's revitalizing colors and prints. Winterized vibrant neons and petrol blues are balanced with white, black & moody greys to create a sense of refreshed seasonal energy. Dynamic prints convey motion through simple geometrics, lively repetition, digital 'glitches' & abstract light effects.**

Trade buyers at the world's largest sporting goods event, **ISPO Munich 2018**, can look forward to viewing the Fall/Winter collection at Hall A5, Booth 222, from 28<sup>th</sup> to 31<sup>st</sup> January.

Beachbody® apparel and footwear is now available worldwide via online retail at key accounts such as Six:02, Nordstrom, JD Sports and Amazon.com., and select brick-and-mortar stores.

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## About Global Brand Partners

Global Brand Partners Pte. Ltd., headquartered in Singapore, was founded in March 2016 by two industry veterans - Killick Datta and Peter Koral, who have both successfully launched numerous branded footwear and apparel businesses. Peter Koral, founder and ex-CEO of 7 For All Mankind, has been very successful in the clothing business for many years. Killick Datta is a prominent figure in the footwear business and was the owner of GBMI, one of the world's largest fashion footwear companies that managed brands such as Diesel, Pony, Nautica, Sean John, etc. He was also the Director of International Business Development at Nike, President of International at LA Gear, Skechers and Wolverine Worldwide and CEO of Brooks Sports.

## About Beachbody®

Beachbody, a worldwide leader in health and fitness headquartered in Santa Monica, California, was founded in 1998 with the mission to help people achieve their goals and enjoy healthy, fulfilling lives. Beachbody's formula of world-class fitness, nutrition, motivation and support has proven again and again to deliver results for its customers. Whether through Beachbody On Demand™ (BOD), the streaming platform featuring Beachbody's portfolio of iconic fitness brands like P90X®, INSANITY®, 21 Day Fix®, and CIZE®; via its superfood shake, Shakeology®; through its premium line of Beachbody Performance™ sports nutrition supplements; and now with the launch of its much anticipated apparel and footwear collections, the Beachbody name has come to define the power of putting a healthy lifestyle within everyone's reach.

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For further information about Beachbody® apparel and footwear, visit:

Web - [www.beachbodygear.com](http://www.beachbodygear.com) / FB - [BeachbodyGear](https://www.facebook.com/BeachbodyGear) / IG - [@beachbody\\_gear](https://www.instagram.com/beachbody_gear)

For further information about Global Brand Partners, visit:

[www.globalbrandpartners.com](http://www.globalbrandpartners.com)

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