Daily Sports AB

**PRESSRELEASE STOCKHOLM**

**2016-03-03**

Exercise Spring 2016

**Daily Sports Exercise SS16 is a versatile collection that offers products to women with all types of shapes and styles. The collection combines sporty with soft and colourful in varied models.**

“Every woman is different from the other, in body type and style. Therefore we have created a collection with varied products so that anyone can feel and look good while working out”, state the designers Pernilla Sandqvist and Carina Pagoldh.

The collection consists of four programs that represent different types of women. Three of the programs are perfect for any type of workout, low intensity to high. One program containing cool products with leather imitation and camouflage pattern, one with colourful and bold Asian patterns and the third is a base program with soft blue colours and snake print. The fourth program is created for softer exercising such as yoga or pilates. It has soft, natural colours in order to create a peaceful mind-set. This springs new innovation is the material Cotton like which has a soft cotton sensation but at the same time breathes and has rapid moisture absorption.

“Cotton like blends comfort with function which creates incredibly comfortable workout clothes that are perfect for yoga and pilates. The spring collection has a sporty look combined with mindfulness”, continues Pernilla Sandqvist and Carina Pagoldh.

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Daily Sports is a Swedish fashion company that designs, produces and sells clothes for women worldwide with the purpose of making women crave an active lifestyle. The collections are sold in 28 countries by 20 distributors.

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