

**PRESS RELEASE STOCKHOLM, 21 JANUARY 2019**

THE BEST ACTIVEWEAR YET FROM DAILY SPORTS

**This past season, their outdoor trousers with a feminine cut were loved by retailers and clients alike. These have therefore been incorporated as a key component in the Daily Sports Active spring collection.**

“We specialise in developing garments with a feminine cut and our commitment to comfortable outdoor trousers for women proved to be spot on. Daily Sports has extensive experience of designing golf clothes and we know what works for outdoor activities, something that is evident in the spring collection,” says Ulrika Skoghag, CEO of Daily Sports.

Daily Sports design duo Patricia Trennewall and Pernilla Sandqvist have further improved the active collection with a major focus on the outdoors segment. Daily Sports uses the term “wear it daily” and the concept is that garments can be worn in any environment. This provides the opportunity to wear the same pair of trousers on a power walk and then to dinner – simply change your shoes and accessories.

“I love to feel both elegant and feminine when I exercise. This increases the desire to get going and really train to the maximum. Our colour palette covers a wide range, including white, light purple, black and watermelon. There is something for everyone,” says Patricia Trennewall, designer at Daily Sports.

To achieve the perfect outdoor experience, you need to dress in layers. In addition to outdoor trousers and tights, it is easy to build your workout wardrobe from the Daily Sports spring collection, which offers jackets, wind vests and a variety of mid layers.

­“Our beautifully patterned Resilient jacket is my personal favourite. On a chilly morning I just add a wind vest on top,” says Pernilla Sandqvist, designer at Daily Sports.

Learn more at [www.dailysports.com](https://www.dailysports.com/en/)

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With a presence in 28 countries, today Daily Sports is among the largest suppliers of golf wear and activewear to women. Daily Sports garments are well known for their feminine cut and emphasis on attractive detailing. With their elegantly designed patterns and matching combinations, our garments are used for both work and leisure activities. The company currently markets its collections in 28 countries via a network of 20 distributers, with an annual turnover of SEK 70 million, of which the Swedish market accounts for approximately SEK 20 million.

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