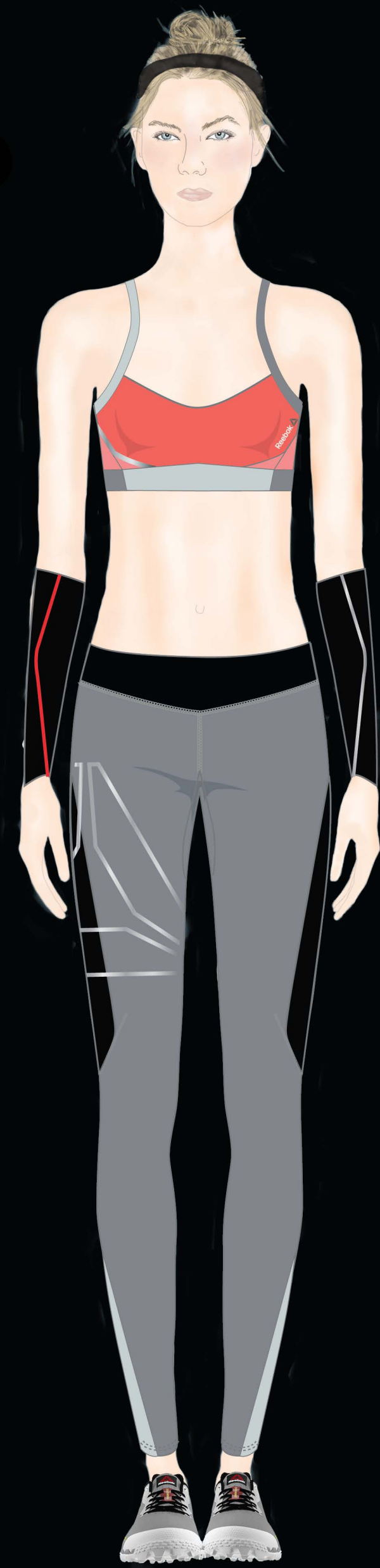
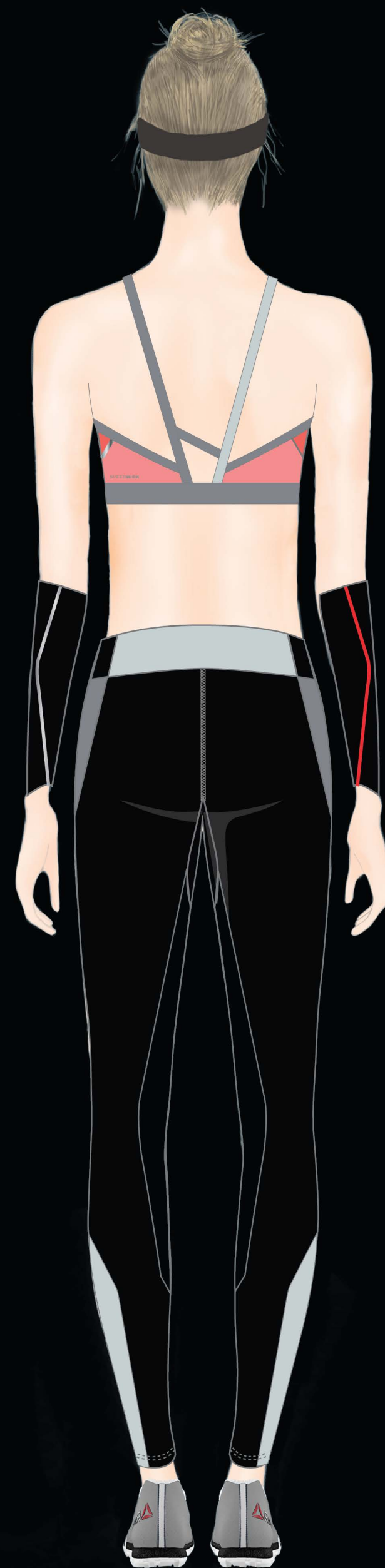
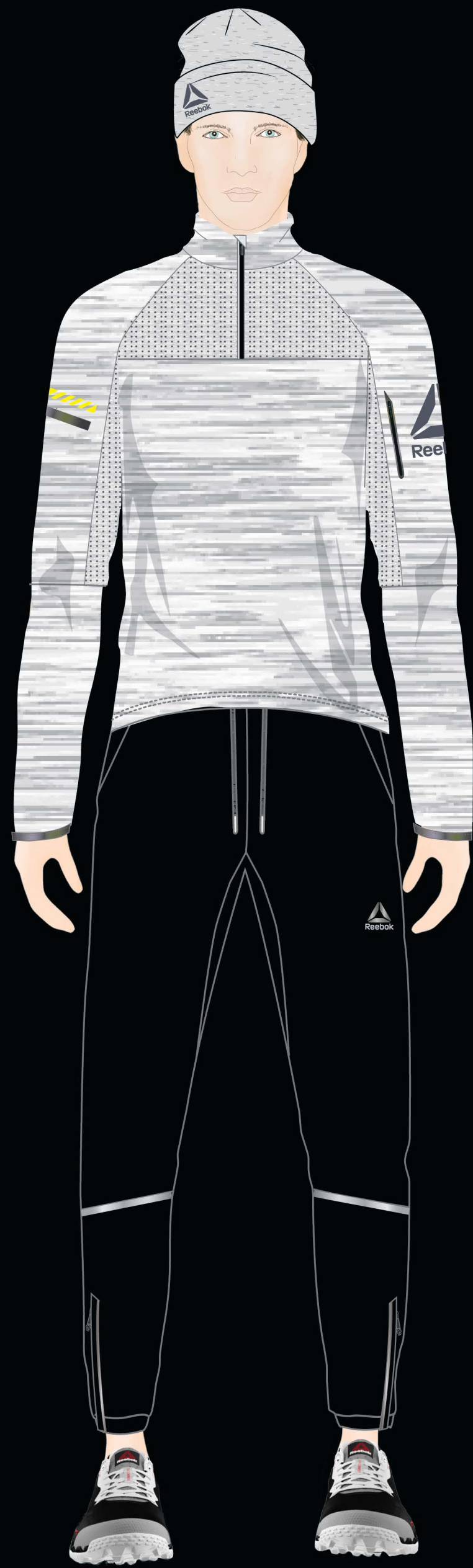


FW17 ONE SERIES - APPAREL & GRAPHICS





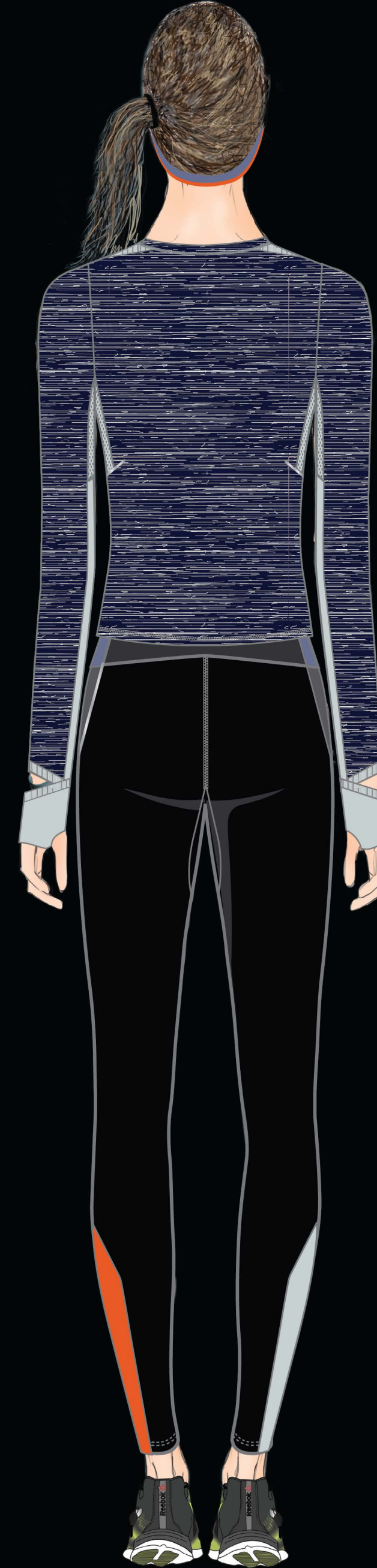
BOLDER SIMPLER

SOUND OFF

MARK MAKER

360 REFLECTIVITY





EMBOSSING

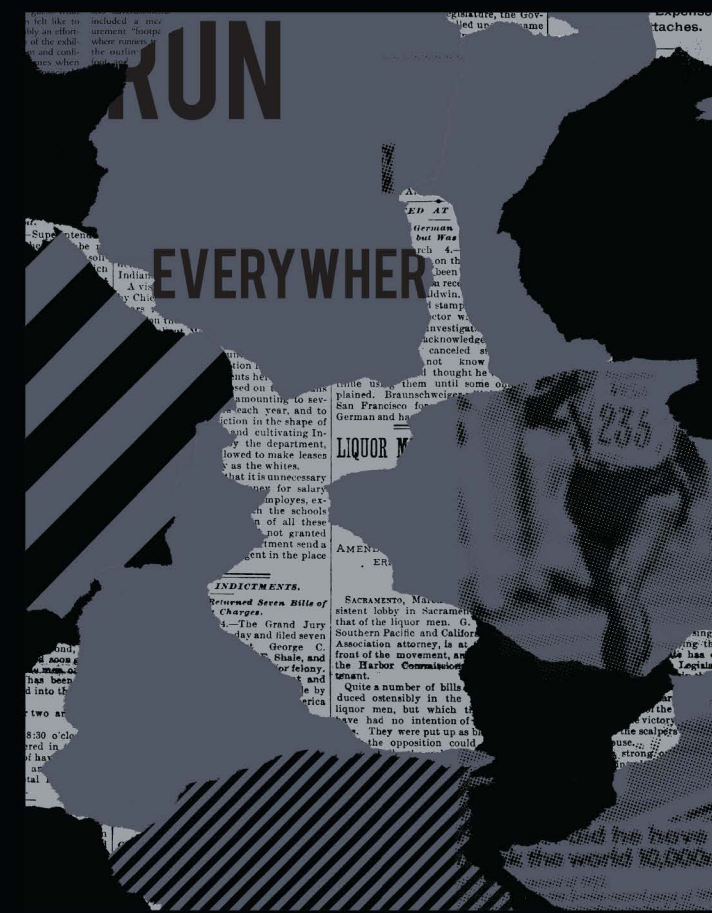
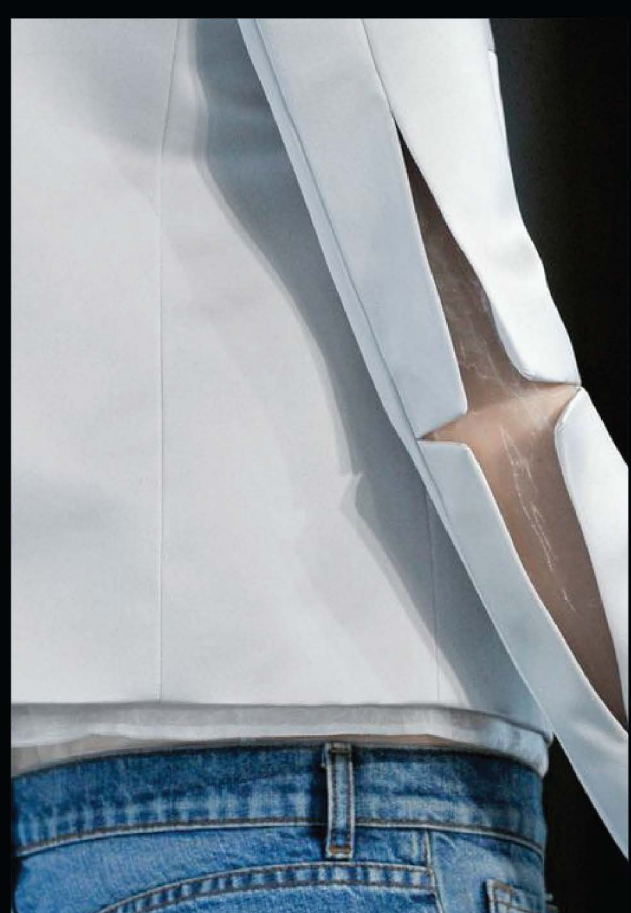
FORM MEETS FUNCTION

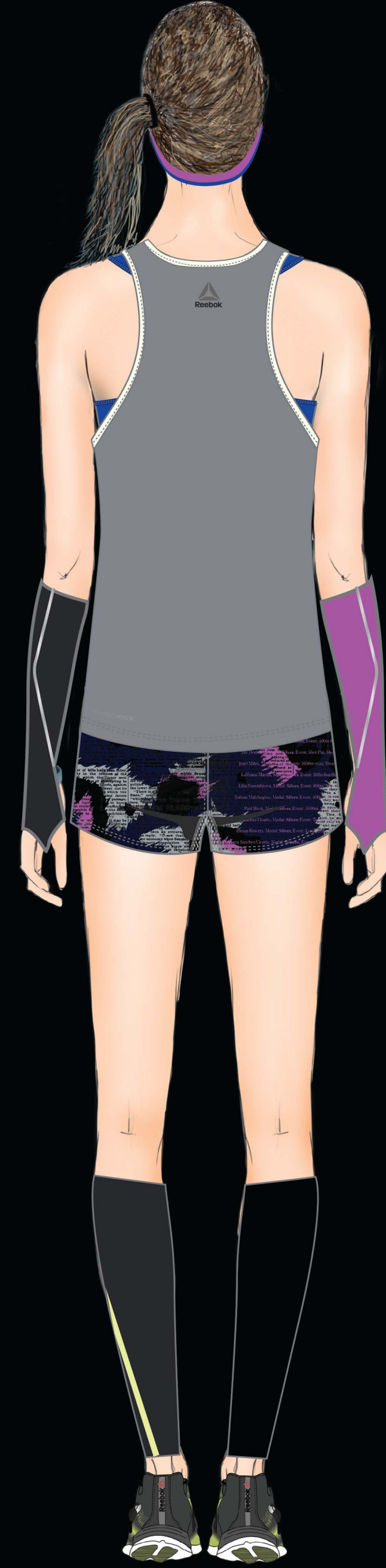
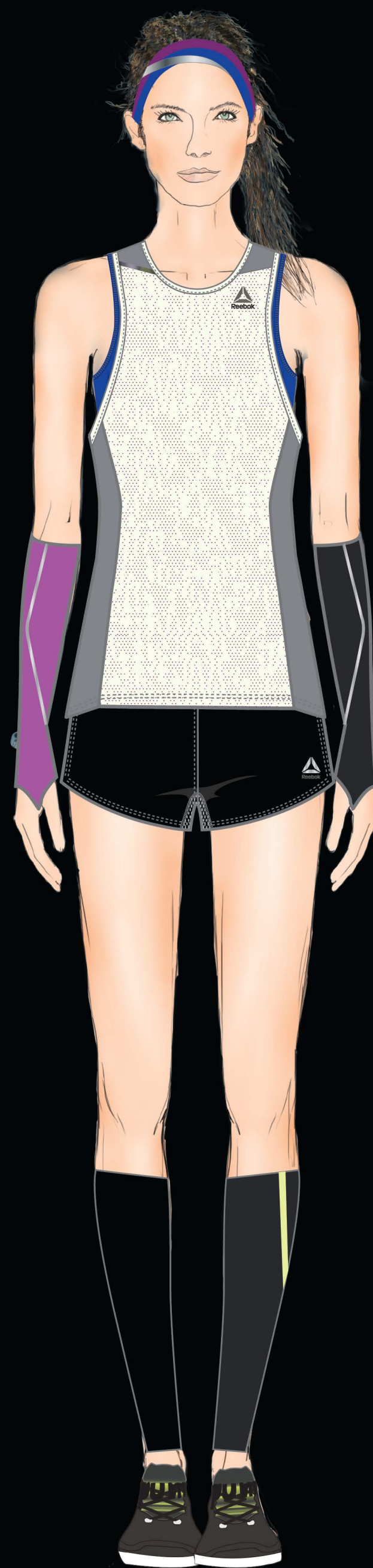
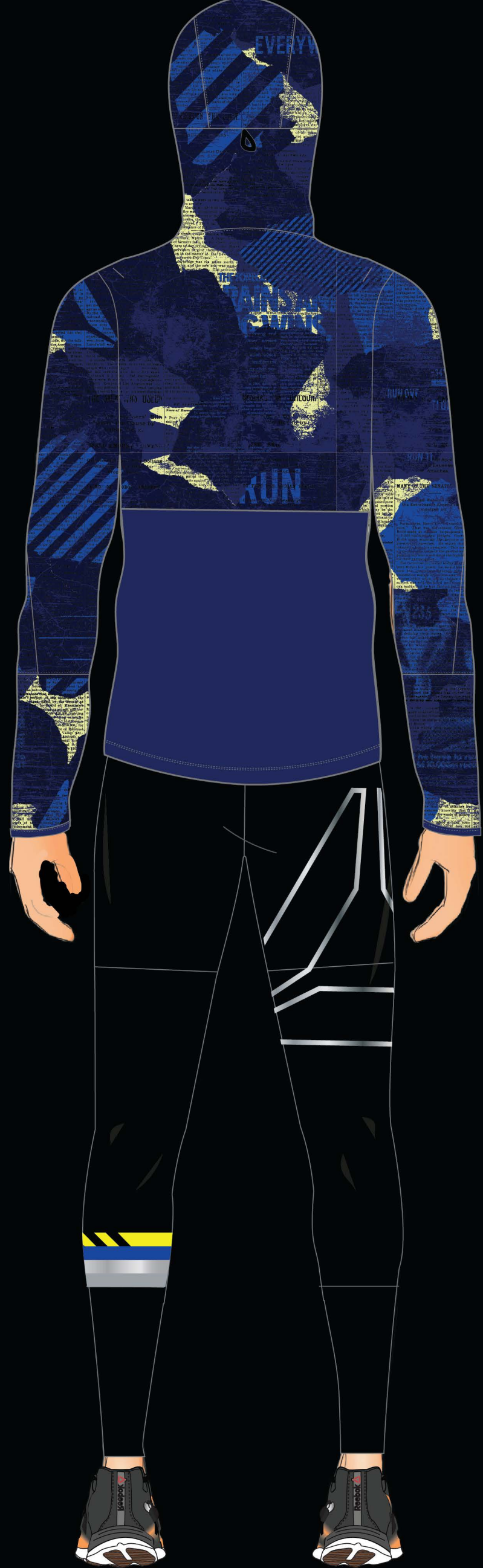
HEATHER/MELANGE

CITY SERIES AOP

DIMENSIONALITY

GRITTY REFLECTIVE





EMBOSSING

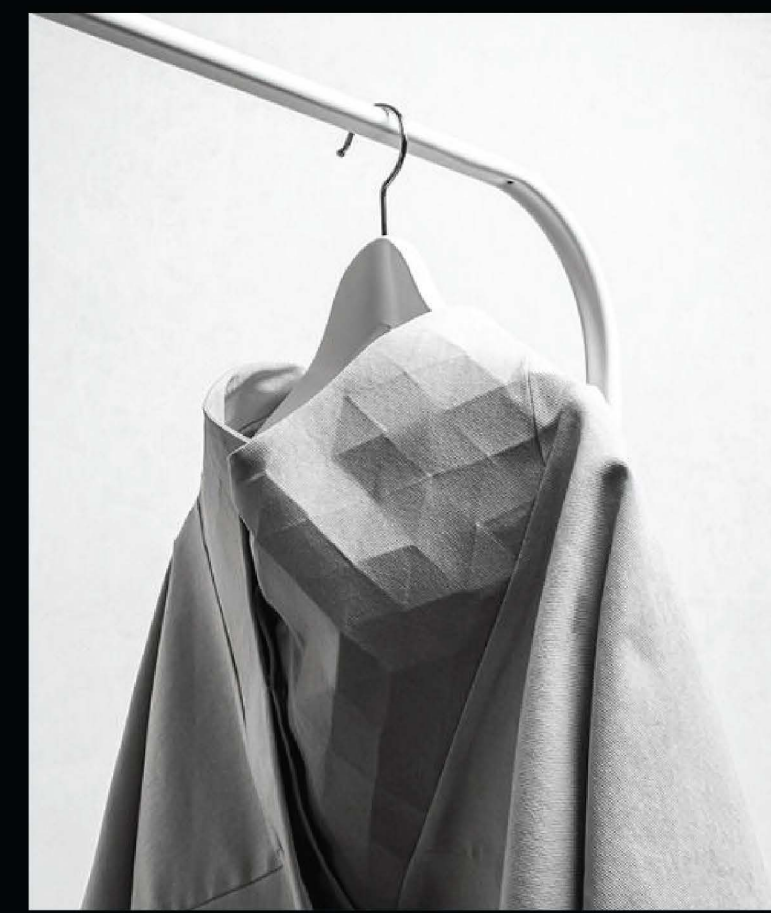
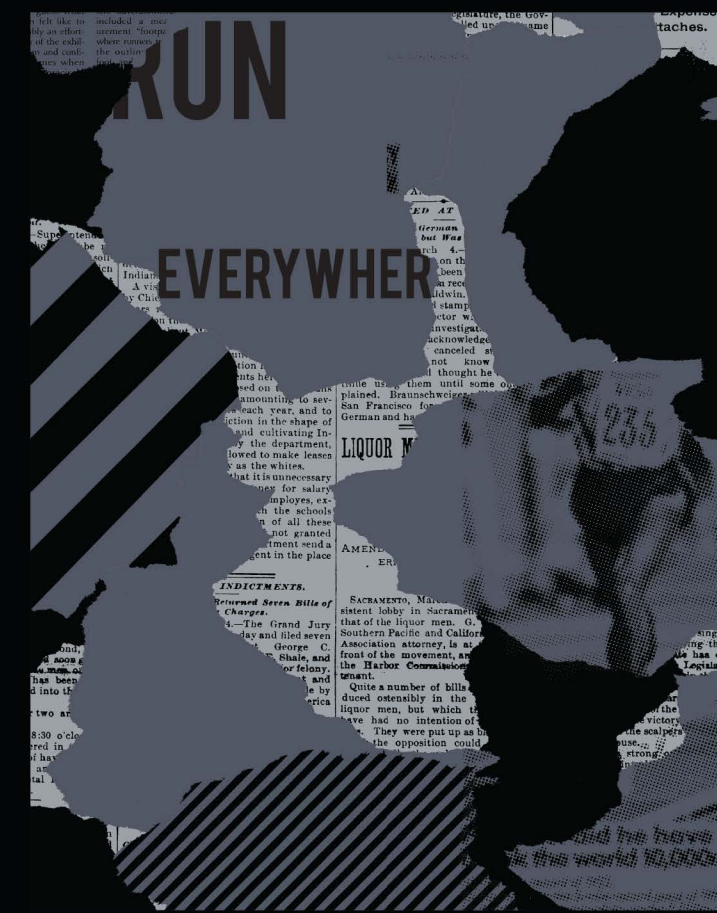
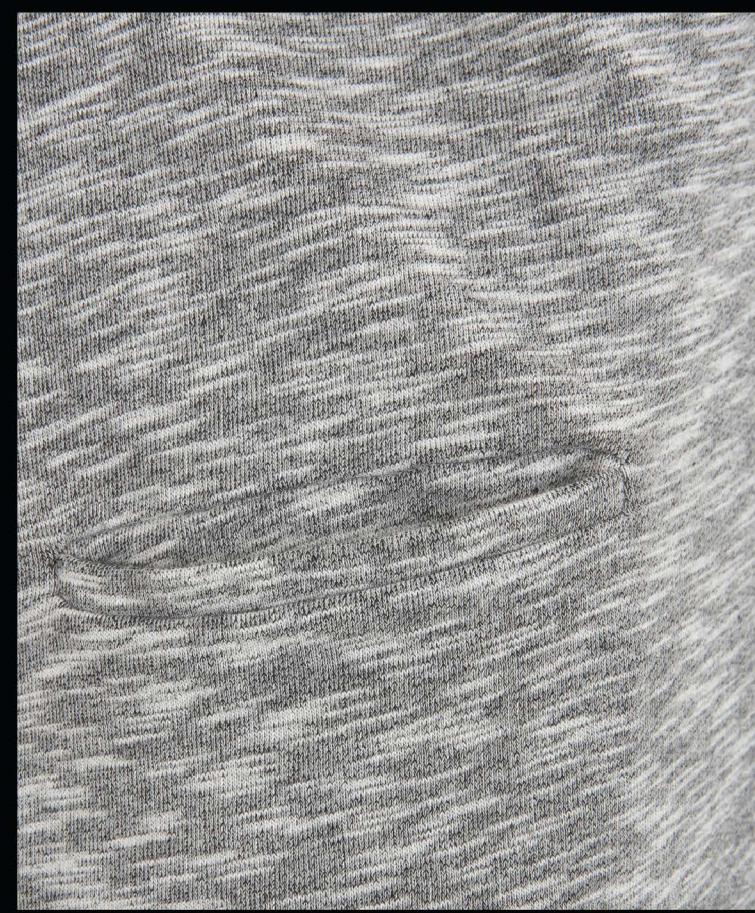
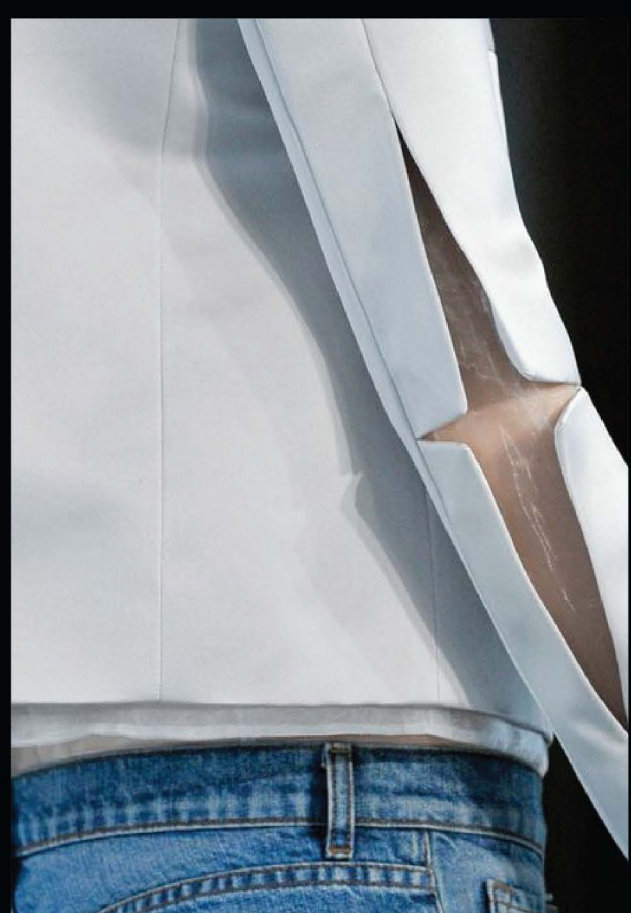
FORM MEETS FUNCTION

HEATHER/MELANGE

CITY SERIES AOP

DIMENSIONALITY

GRITTY REFLECTIVE



RUN EVERYWHERE

J.W.FOSTER LA-TKYO

1SR TKYO 35° 41 N

08:25 AM 09/06/16

ONE SERIES RUNNING 1895 MA

FASTER IN BLACK **SUSTAINABILITY**
WINTERIZED



FW17 RUN CLUB - APPAREL & GRAPHICS



FW17 RUN CLUB GRAPHICS - ATTITUDE - RUN FAM

BRAND FOCUS

4 REASONS TO JOIN A RUN CLUB

By: Reebok



We believe that the only thing personal about running is the way your shoe fits your foot. We'll take running in groups over the lone, solitary sadness that is logging miles on a treadmill every time. Sure, running alone can come with quiet reflection, but tough, off-the-beaten path runs are always best served in groups. Not convinced? Here are four reasons why you should drop the solo act and join a run club.

1. We're Stronger Together

It's no secret that working out in a group lends a healthy dose of competition – and that's a good thing! The collective energy of running in groups brings out our best and compels us to push past our limits. It's not just about pushing the pace on our group runs – it's also about helping each other meet goals, sharing opinions on running trends and products, pointing out mid-course obstacles and watching out for each other mile after mile and run after run.

2. Old Habits Die Hard

We all tend to fall into our own personal running habits – same time, same place, same pace. Enter running clubs. The course changes day to day, the pace changes leader by leader, and the variety may just push you outside of your comfort zone and into your next personal best.

3. The Gym is Everywhere

Running alone can be restrictive. Rules apply, like don't get lost, stay on the beaten path, be afraid of the dark – and the list goes on and on. With a trusty group of avid runners by your side, the world really *is* your gym. Paths can be charted where you'd rarely venture by yourself.

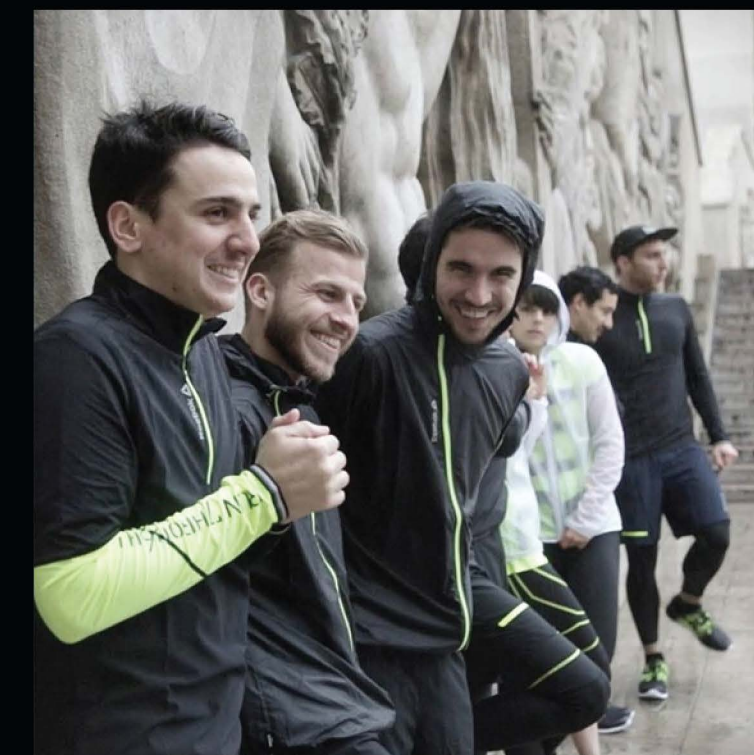
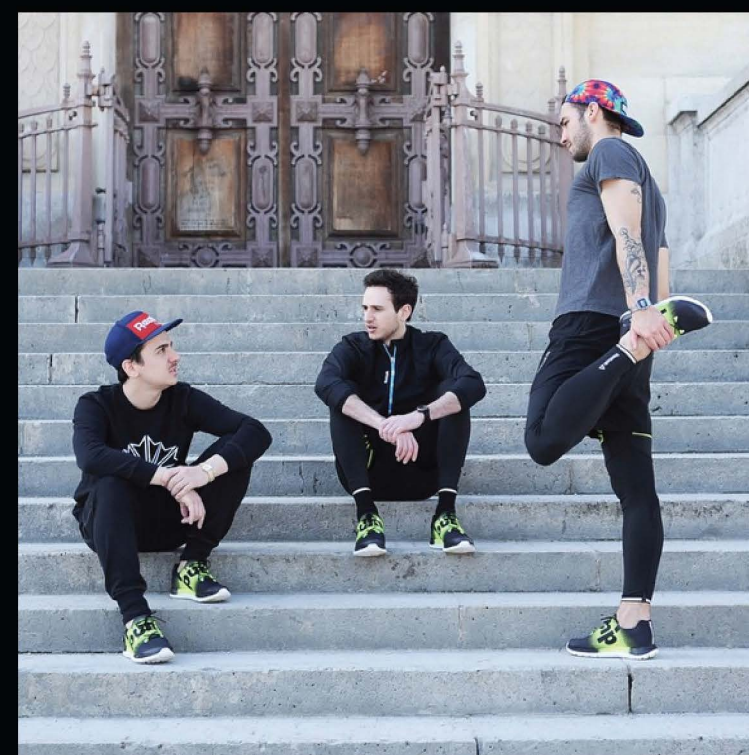
4. The Pressure

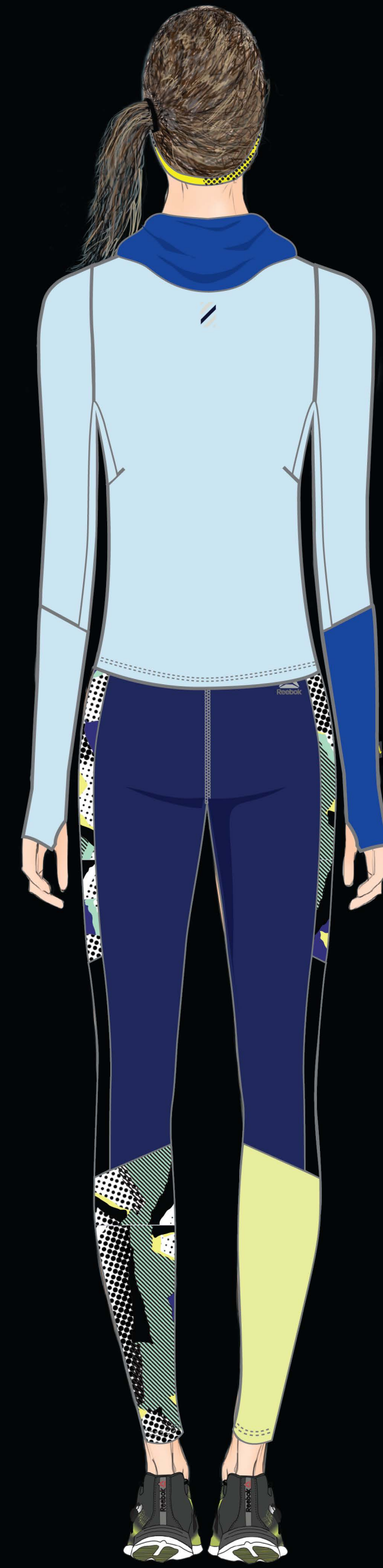
You know what's easy? Stopping mid-run when you're the only one running. But giving up on your run club buddies? That's another story. Accountability is the name of the game when it comes to running in a pack, and your endurance will thank you for holding yourself to your fellow runners' standards.

NOVEMBER PROJECT



MARAIS RUN CLUB - PARIS





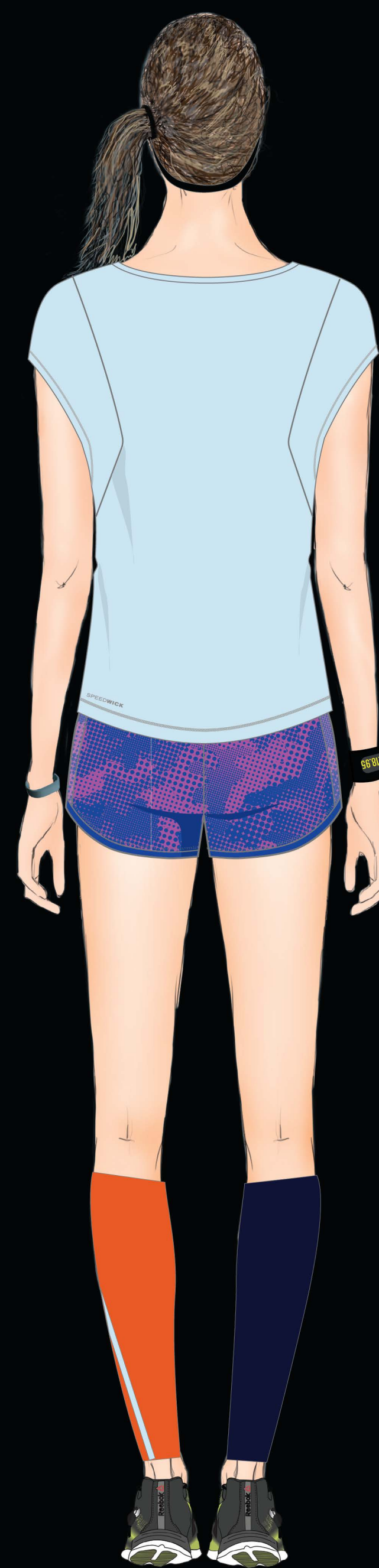
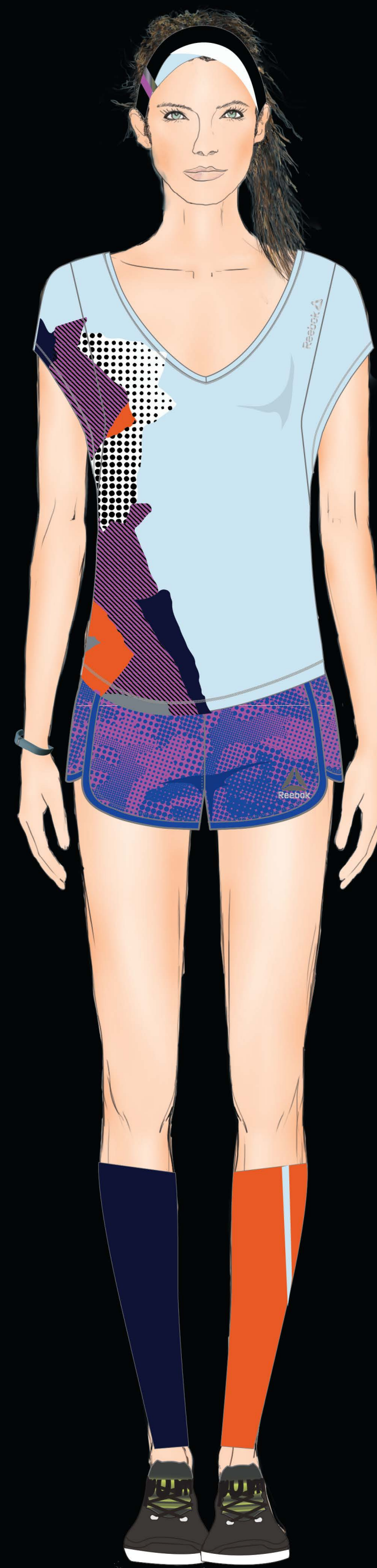
NEW BLOCKING

EMBRACE COLOUR

GRIT & GRACE

BOLD GRAPHICS





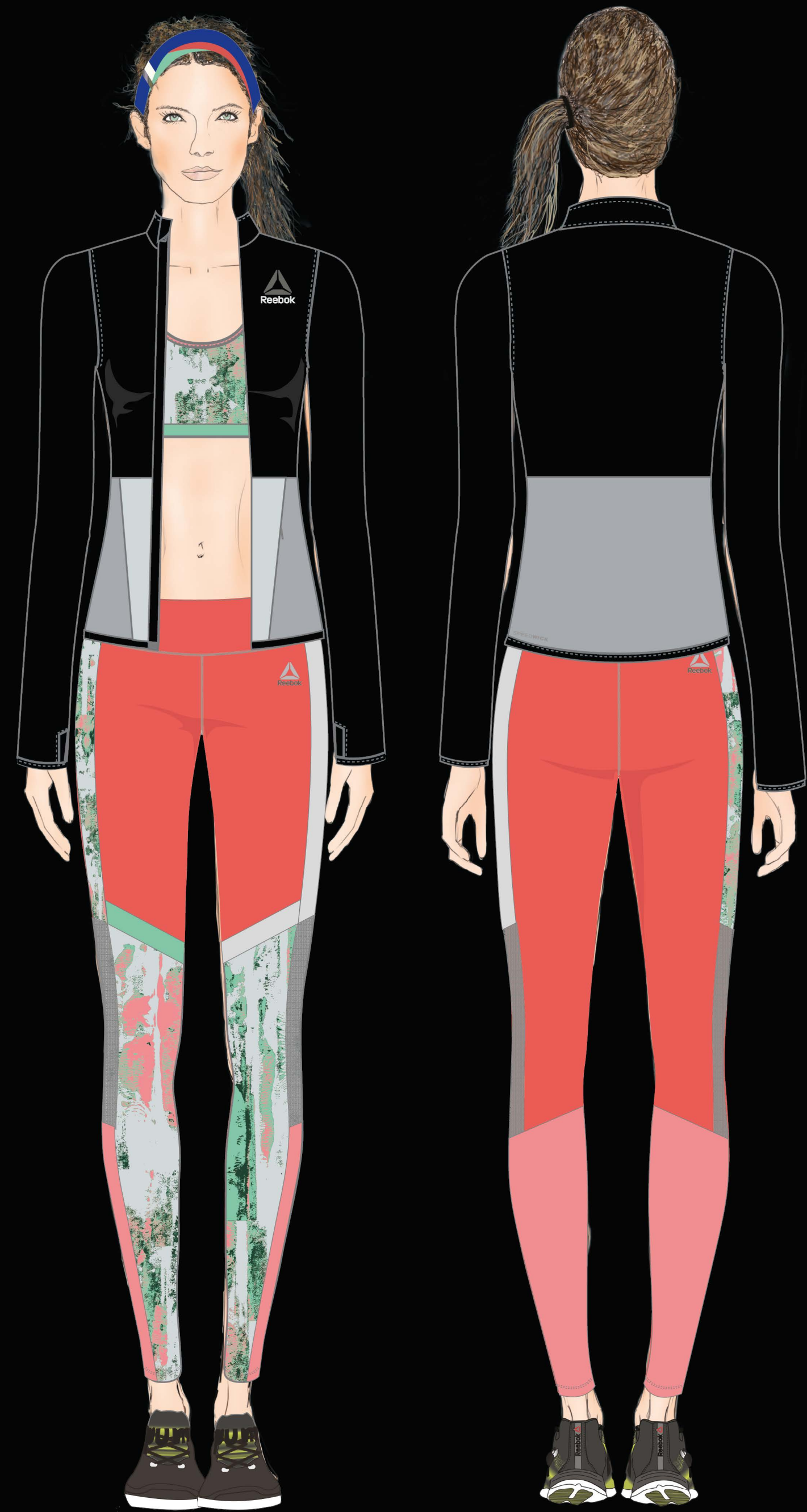
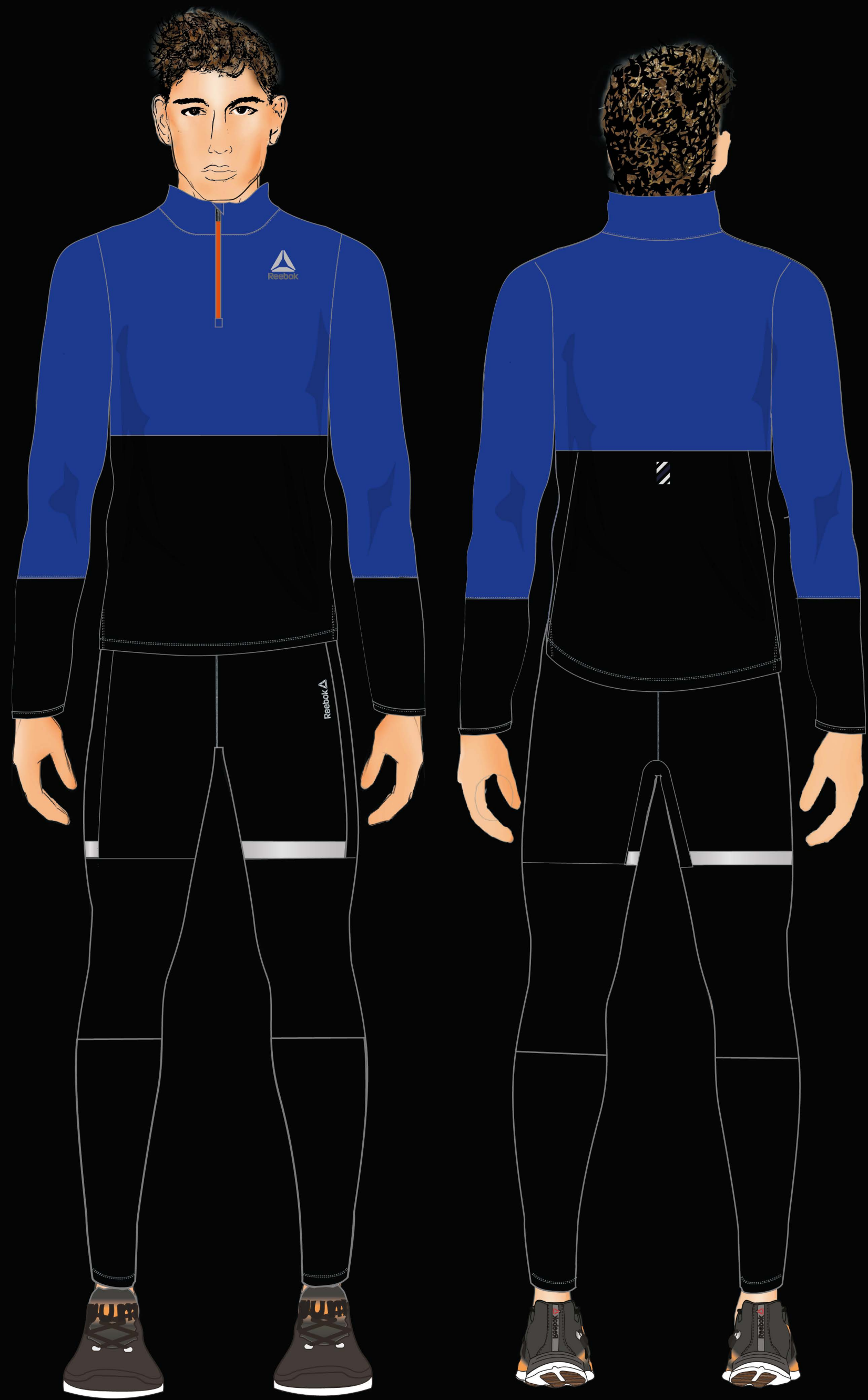
NEW BLOCKING

EMBRACE COLOUR

GRIT & GRACE

BOLD GRAPHICS





NEW BLOCKING

EMBRACE COLOUR

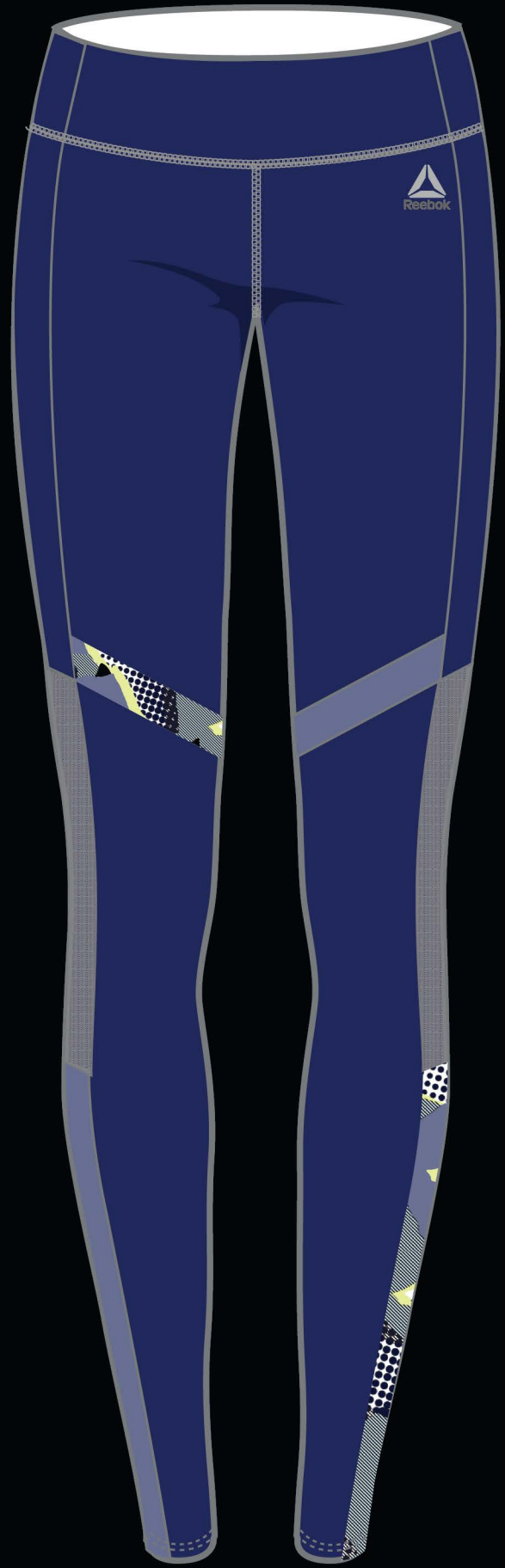
GRIT & GRACE

BOLD GRAPHICS



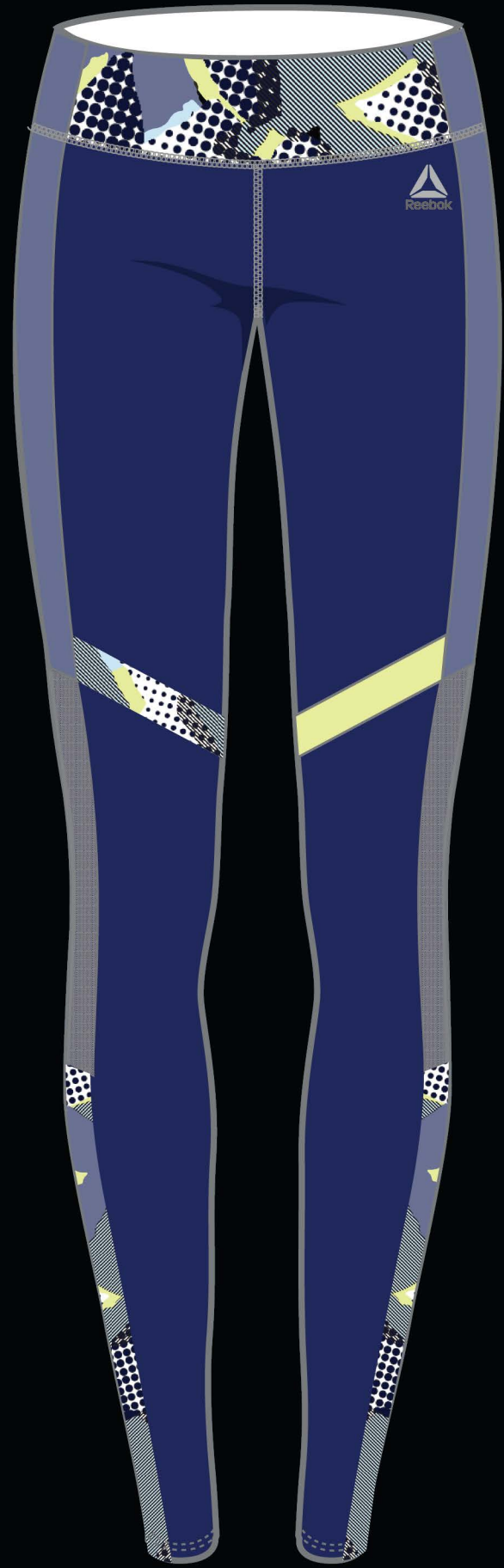
RUN CLUB
RICHTER SCALE OF TIGHTS

1



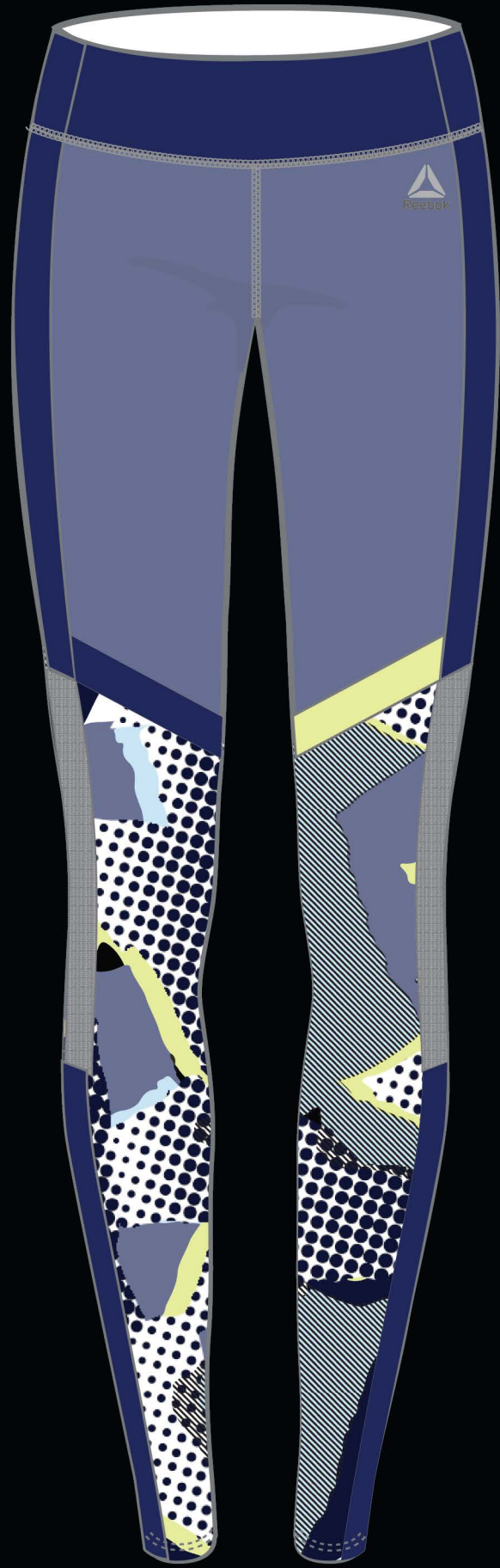
MILD

5



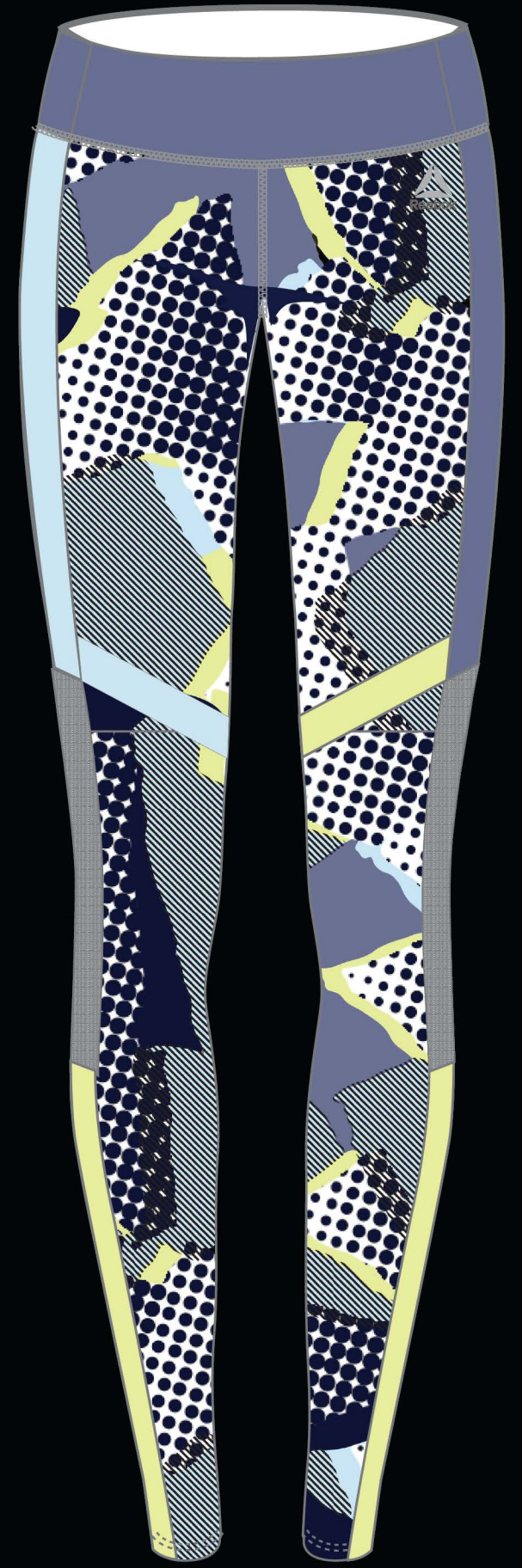
MEDIUM

7



SPICY

10



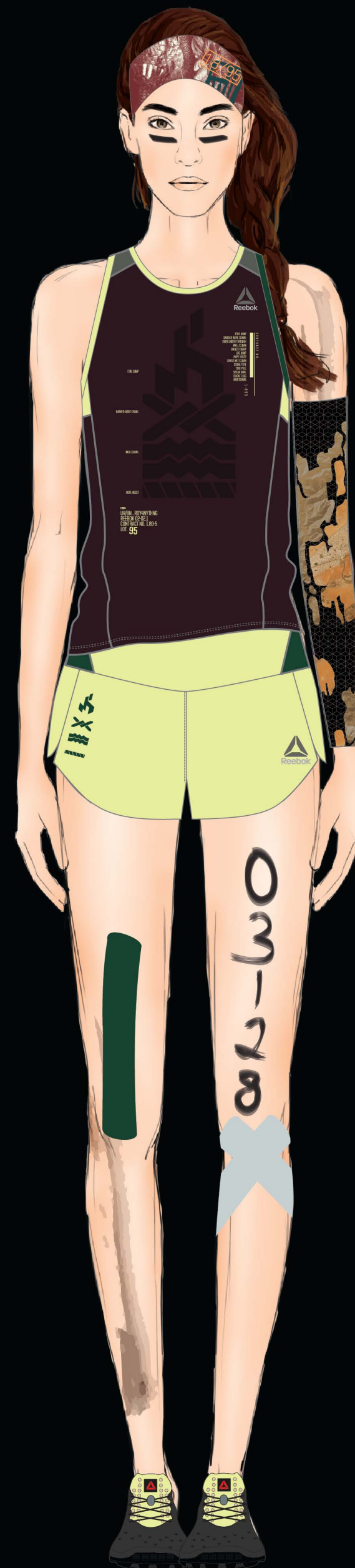
FW17 SPARTAN / OTR APPAREL GRAPHICS



Be more human.

MOCOSIX





COMPETITION READY

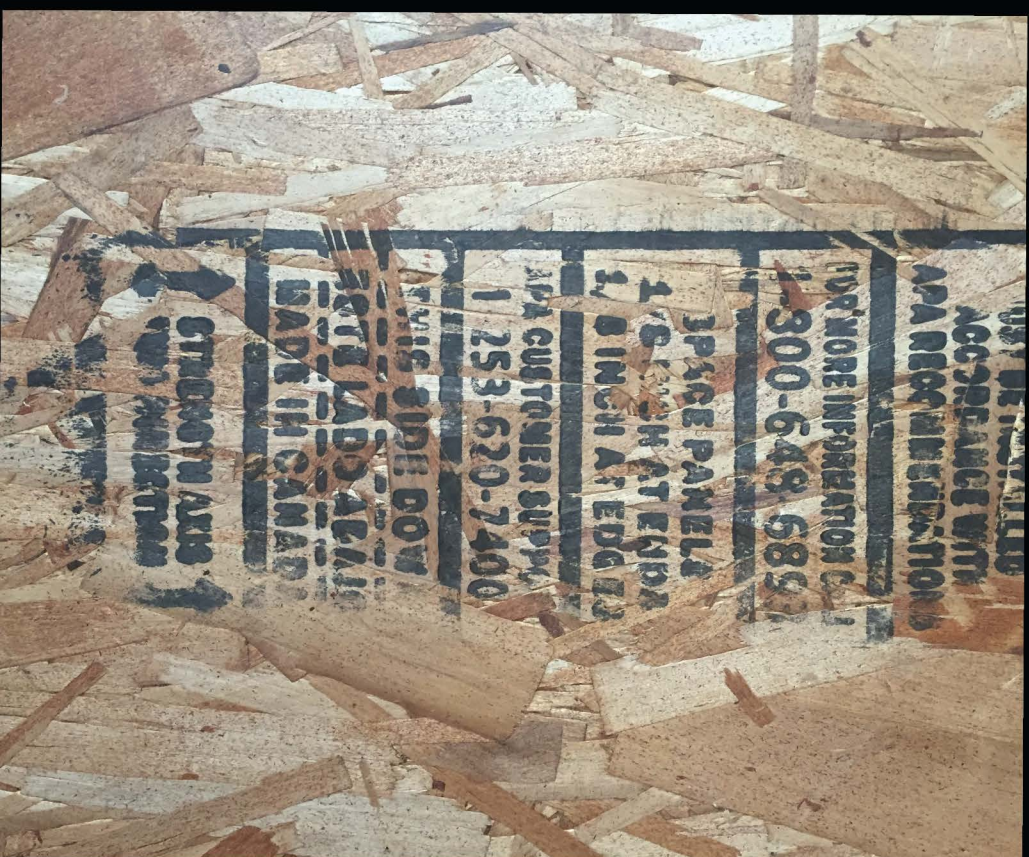
ICONIC SILHOUETTES

NEW PROTECTION

LIVED IN

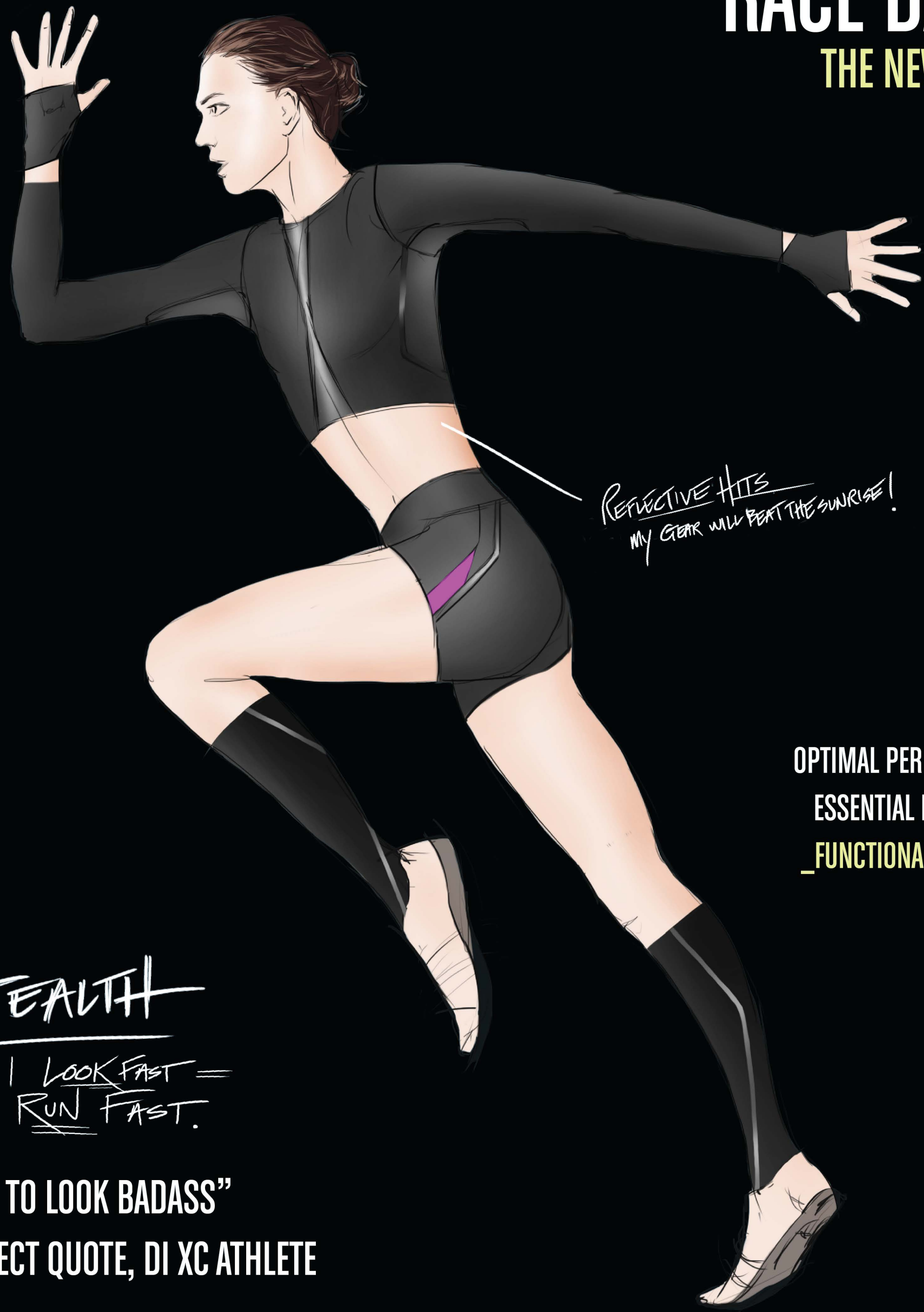
GRAPHICIZED

UTILITARIAN



RACE DAY READY

THE NEW LOOK 2.0



REFLECTIVE HITS
MY GEAR WILL BEAT THE SUNRISE!

STEALTH

I LOOK FAST =
I RUN FAST.

“I WANT TO LOOK BADASS”

-DIRECT QUOTE, DI XC ATHLETE



SLEEK SILHOUETTE
I'M FOCUSED AND FASHIONABLE

OPTIMAL PERFORMANCE GEAR IS
ESSENTIAL FOR COMPETITION
FUNCTIONAL IS FASHIONABLE

STAND OUT
I'M CRUSHING THIS COURSE
ON FUEK!

“I WANT MY FRIENDS TO SEE ME”

-DIRECT QUOTE, SHOPPER
RACING NYC MARATHON

“FUNCTION IS IMPORTANT BUT I ALSO NEED TO LOOK AWESOME.”

-SYDNEY LEIHER, DIVISION I XC / TRACK AND FIELD ATHLETE, FIT-GEN CONSUMER

RACE DAY READY

THE NEW LOOK 2.0



I LOOK CHILL WITHOUT FEELING THE CHILL

"IF IT'S COLD, I'M GOING ALL OUT."
— NATE HELMING

BACKWARDS TRUCKER & BADASS BUFF

TIGHT STYLE IN JUST TIGHTS

I'M SEEN WITHOUT MAKING A SCENE

LIVE IN TANKS, PR IN TANKS

SMALL HITS BIG STATEMENT

"I REALLY THINK SIMPLICITY RULES SOMETIMES."

— MIKE OLZINSKI, MID-DISTANCE RUNNER, ENDURANCE COACH AND CROSSFITTER