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## NEWS ALERT

GLOBAL SPORTING GOODS INDUSTRY UPDATE

### AMONG OTHERS IN THIS ISSUE

- High-Tech Innovation, Digitalization and Robotics: where does the journey take the sporting goods industry?
- adidas and Wanda Group agree on future strategic collaboration
- Nike, Inc. reports fiscal 2016 fourth quarter and full year results
- New Balance opens first U.S. global flagship store in Boston landing
- Under Armour opens UA lighthouse manufacturing and design leadership center in the brand's hometown of Baltimore
- VF Corporation enters into definitive agreement to sell its contemporary brands businesses to Delta Gall Industries
- Shimano acquires Lazer helmets
- Specialized makes organizational changes

### SUSTAINING MEMBERS

#### GOLD



#### SILVER



#### BRONZE



WFSGI - WORLD FEDERATION OF THE SPORTING GOODS INDUSTRY

Head Office: Obere Zollgasse 75, P.O.Box 1664, 3072 Ostermundigen/Bern, Switzerland  
Phone +41 31 939 60 61, Fax +41 31 939 60 60, @wfsgi, www.wfsgi.org  
Asia Office: Room 1102, Lee Garden One, 33 Hysan Ave., Causeway Bay, Hong Kong  
Phone +852 3959 8735, Fax +852 3959 8800, @wfsgi, www.wfsgi.org

## BEACHBODY EXPANDS ITS BRAND INTO FOOTWEAR AND APPAREL

Global Brand Partners to serve as global licensee.

Beachbody, the leading provider of in-home and gym-based fitness programs, including P90X, 21 Day Fix and INSANITY, announced the appointment of Global Brand Partners Pte. Ltd. (GBP) as its global licensee for footwear and apparel. With an experienced team who have successfully launched numerous international footwear and apparel brands, GBP will develop both highly technical performance and lifestyle collections that are rooted in the authenticity of the Beachbody brand and its expertise in the fitness category.

"At Beachbody we've been discussing for years how it's a natural fit for us to offer branded footwear and apparel to the Beachbody community and beyond, and now that we have the right partner, we're doing it," said Jon Congdon, Co-founder, President & CMO of Beachbody. "GBP is aligned with our commitment to providing innovative, world-class products that deliver results and we are excited to work with them to bring that same commitment to this vibrant, growing category."

The highly experienced creative team of international designers based in the U.S, and U.K. will collaborate with globally renowned sport, exercise and health science research institutions to design and launch the first Beachbody collection starting with Spring/Summer 2017.

"The fitness industry is currently experiencing huge growth globally and Beachbody has an authentic fitness heritage," said Killick Datta, CEO of GBP. "It's the right time to partner and help extend their brand into footwear, apparel and accessories through our vast expertise in the space."

The Beachbody branded GBP products will be available to consumers worldwide through distributors and retailers. GBP will be showing the Beachbody footwear and apparel at upcoming major sports and fitness trade shows in the U.S., Europe and Asia.

Source: **Beachbody**