

## SUNNY DAYS

An outdoor run on a summer day is a pleasure for all of us at CW-X, and we're working to create plenty more sunny days for the brand. The U.S. is the world's largest sports market, and an extremely competitive one, but the fact is, there's nothing on the market like CW-X Performance Apparel.

Our worldwide patents have put us in a position to truly set ourselves apart from competition in the performance apparel category, and consumers have responded enthusiastically. CW-X is consistently rated one of the top three best selling brands at specialty retail according to NPD Group, and it speaks to the quality of not just our product, but of the staff, sales reps, and retailers with whom we work.

Since CW-X was launched in America 12 years ago, each year has come with new challenges, but we have overcome all of these to achieve steady growth. The performance aspects of the CW-X collection have addressed a real need for our target consumers, and our increasingly innovative styles have attracted the eyes and attention of an even bigger crowd.

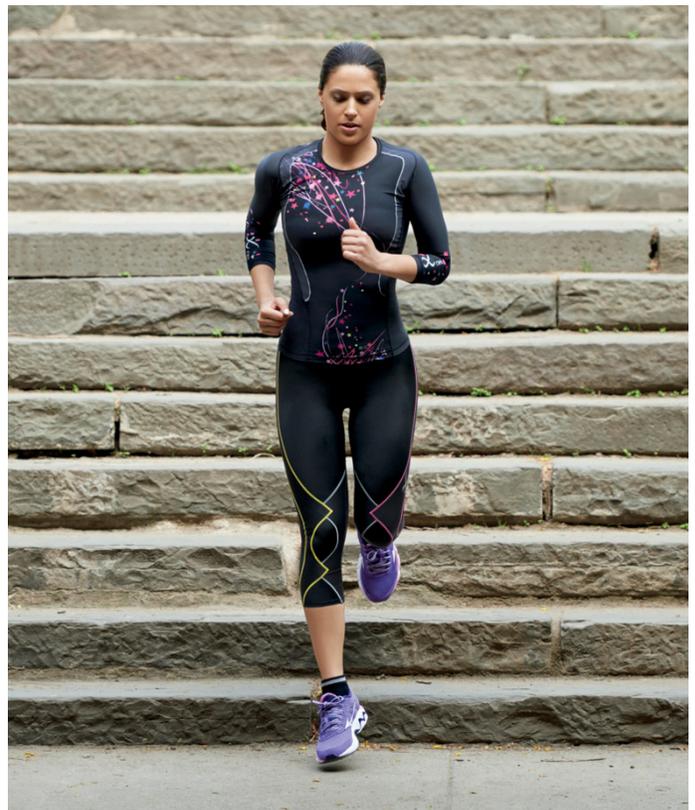
Our objectives are to boost performance for all levels of athletes, and to grow CW-X brand visibility among runners – almost 30 million strong in the U.S. alone. It's a big challenge, but one we're ready to meet. We've come far, but we can go beyond what we've already achieved. Here's to another great year.

John L. A. Wilson  
President, Chief Operating Officer  
Wacoal Sports Science Corp.  
New York, N.Y.

## CW-X INTRODUCES NEW EXPERT AND STABILIX TIGHTS

### Expands Targeted Support Components Collection For Spring/Summer 2016

The performance and recovery benefits of the patented CW-X® Support Web™ - proven by biomechanical studies, wear testers and athletes – will become available in more styles than ever for spring 2016.



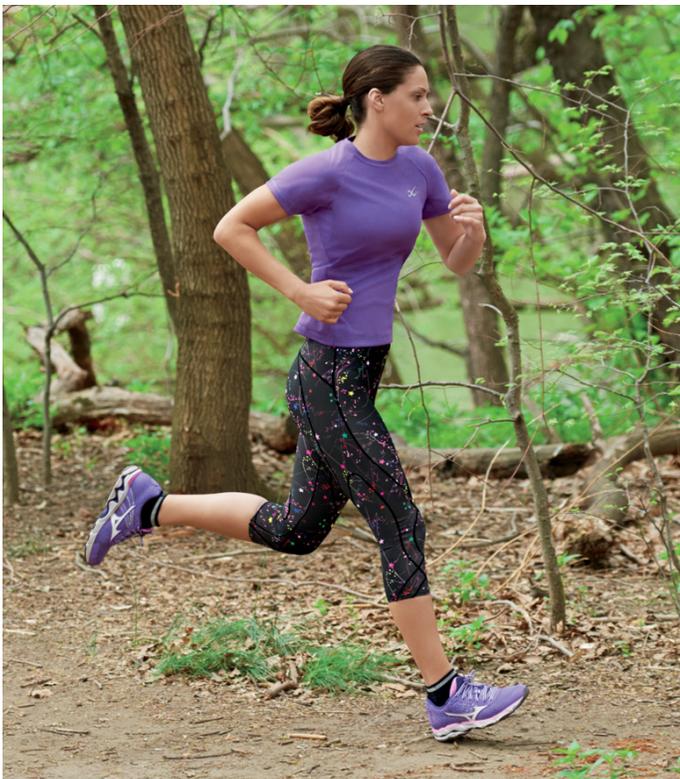
*Revolution Constellation Top, 3/4-length Expert Tights in yellow/grey/pink*

The original Expert Tight, staple of the CW-X collection, will debut a new 3/4-length style for women, in black with yellow, grey and pink (\$75). The collection of women's 3/4-length StabiliX Tights will expand to include both all black (\$90) and Constellation print (\$135) colorways. The men's Endurance Generator Shorts will join the collection in a new black/grey/blue color (\$120).

*(continued page 2)*



*Endurance Generator Shorts*



*3/4-length StablyX Constellation Tights*

The Components Collection, in which focused support features from CW-X tights provide individual targeted support, will be joined by the new PerformX Socks. The socks are designed to reduce fatigue, promote recovery, and support the muscles of the lower leg, ankle and foot. They will be available in blue/black, black/grey, and pink/charcoal colorways (\$40). The PerformX Calf Sleeves (\$35) collection will expand to include blue/black and pink/charcoal colors.

The CW-X collection of running bras likewise expands across the board with a new white/pink version of the StablyX Running Bra (\$60), and Constellation prints for the VersatX (\$55), and Xtra Support III (\$50) Running Bras.



## **Hey, Hey It's Tanaami**

Keiichi Tanaami, born in 1936 in Tokyo, is one of the leading pop artists of postwar Japan, and has been an active multi-genre artist since the 1960s – as a graphic designer, illustrator, video artist and fine artist. We're lucky to have him design a limited edition pair of StablyX Tights that will be available at this fall's Chicago and NYC Marathon expo booths.

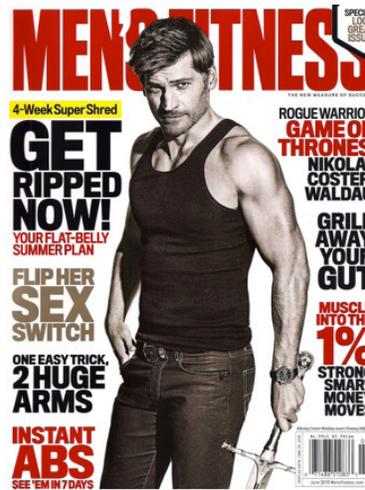
He's painted album covers for the *Jefferson Airplane* and *The Monkees*, among others, and will be "covering" a select group of runners in CW-X this fall. His series of erotic paintings featuring Hollywood actresses done in the early '70s became an important body of work that declared Tanaami as a Japanese artist with a witty eye for American culture. CW-X parent Wacoal actively collaborates with artists – it also produced underwear designed by Yayoi Kusama in 2011.

*(continued page 3)*

CW-X MAKES NEWS



**Cover Girl** – Any time our brand appears on the cover of a magazine is an occasion to celebrate. In this case the CW-X “cover girl” is wearing the Stablyx Constellation print tights and TraXter Top on the cover of leading industry trade magazine, Running Insight (July 1 issue).



**CW-X Stablyx Ventilator Shorts**

CW-X has made a name for itself using kinetic-taping technology to create what amounts to a stability-enhancing exoskeleton in its compression apparel. With mesh ventilation panels in the quad area, these shorts breathe well during races. \$80; cw-x.com

**PRO TIP:** “With compression shorts, I recommend double layering,” Magda says. “They can rip on barbed wire, and you don’t need to be exposing yourself.”

**Tough Stuff** – CW-X Stablyx Ventilator Shorts were included in a June 2015 Men’s Fitness story about tough gear to wear during an obstacle course race (OCR). The magazine praised the mesh ventilation panels in the quad area which help the shorts breathe.

**Useful Fashion Solutions**

If you’ve ever stood in front of your closet and thought, *If only I had...*, read on. Whether you need a bra that battles back fat, jeans that shrink your middle or shoes that put the chic in rain gear, these 18 smart solutions will save the day by Susan Swimmer

**Even “More” Publicity** – MORE Magazine this year credited CW-X Revolution Tights with actually aiding exercise. Of course, we tend to agree.



**Problem:** Your workout gear offers little support and gets sweat soaked  
**Solution:** *Pants that aid exercise* These leggings are as functional as they are fabulous looking. Built-in panels of reinforced material provide extra stability for the weakest parts of a woman’s body: lower back, tummy and knee joints. The Coolmax fabric wicks away moisture and provides UPF and UVB sun protection. The only thing these leggings won’t do for you is squats. CW-X Revolution nylon and spandex tights, \$200; rsgroup.com



**SIMPLE STABILITY CW-X Xtra Support III**

Most pullover, tank-style bras don’t deliver enough support for large-breasted runners, but this one, while it didn’t eliminate bounce, “really minimized it,” said a DD tester. Some testers reported that it created little separation (yep, uniboob), but others gave it props for the simplicity of its design. \$60; 34B/C–38DD

**Less Bounce Per Ounce** – The Xtra Support III running bra can be found in a bra feature on page 97 of the August Runner’s World magazine. The Xtra III is listed as one of the best for D/DD cups, and the testers praised it for minimizing bounce despite the seeming simplicity of its design.



**Independent Praise** – Speaking of the London Marathon, which we write about below, The Independent newspaper in the UK praised CW-X tights as one of the top 11 best running tights for women. Brilliant. You’re bloody right they are.

(continued page 4)

## TEAM CW-X NEWS



Yolande Maclean and Nic De Beer

**Light on Their Feet** – Roger Bown from Contour South Africa reports Team CW-X Ultraspire (Nic De Beer and Yolande Maclean) were the first place duo in the mixed team category and 8th in the overall classification at the recent ProNutro AfricanX Trailrun. They won every stage wearing CW-X, reporting it was both “comfortable and light” (Photo courtesy of Tobias Ginsberg)



**Viking Power** – Björgvin Páll Gústavsson is the goalkeeper of the number 10 ranked Icelandic national handball team, and an Olympic Silver Medalist. Björgvin participated in the 2015 Suzuki Midnight Sun Run where the photo was taken in the capital city of Reykjavik. He has never raced a 10K, but decided to participate and see how far his goalkeeper shape could take him. Brush up on your Icelandic, put on some Bjork, and learn more at <http://gustavsson.is>

*Icelandic handballer knows how to dress for success*

## FIELD NOTES



*Pierce Durkin of New York Running Company manages an oasis for runners.*

### Feel the Bounce

Walk into the New York Running Company’s 9,000 sq. ft. store in Manhattan’s Time Warner Center and you’ll see 105 lockers for runners, a changing area, bathrooms down the hall, message board, and a full schedule of community fun runs in nearby Central Park. It’s a welcoming running haven for stressed-out New Yorkers. Also on display is a large selection of CW-X Performance Apparel: three-quarter StablyX, Pro and Revolution Tights, Endurance Generator, and much more.

NYRC’s two best selling CW-X styles are StablyX and Pro Tights, according to Pierce Durkin, store manager. “Those two styles have a great reputation – our customers have certainly heard of it. Those unaware of the brand quickly understand its product benefits after we explain support and circulation flow.

“Customers try it on – we show them how to roll it on correctly like a stocking to properly align the knee – and they immediately feel what I like to call the CW-X ‘bounce.’ It makes them really want to go out and run.”

Durkin continues, “The New York running community is tight knit. We want them to feel welcome here so they will visit often. The free services we provide are what one friend would do for another. We suggest that runners invest in their running gear and suggest that CW-X is one of the tools in their arsenal that will last a long time.”

*(continued page 5)*

## CW-X Takes a Stand at London Marathon

The brand made its first appearance at the London Marathon last April, a reflection of continued growth in the international market. Joining WSSC's John Wilson, Al St. Jean and Bruce Monroe in the stand was CW-X UK distributor Big Bear Sports' managing director Mitch Terleckyj, and his team. The London Marathon will likely become a new stop on the brand's marathon expo circuit, joining Chicago, New York, Boston, Philadelphia, Disney, Toronto and Ottawa, among others. More than 38,000 people raced in the 2015 event, making it the largest in the London Marathon's 35-year history.



WSSC's John Wilson holds down the fort at the London Marathon



Troy knows how to dress a window

## CW-X Helps Fleet Feet Stamford's Team of "Fitlosophers"

When it comes to fit, Fleet Feet Sports Stamford in Connecticut promotes the concept of FITLOSOPHY™ – ensuring that runners and walkers of all abilities (and ages) are fit with the proper footwear, hydration and nutrition products, sports bras, and technical apparel to meet their individual needs. The store's owner and chief "fitlosopher" is Troy Burk, who tells us they "first engage the runner into a discussion about their individual needs. Do you have knee problems? Muscle fatigue? What are you looking to do in the apparel? We want to know the answers to these questions and many other questions before we make any recommendations to a guest."

Troy continues, "'Compression' is a misnomer. It's just an industry buzzword. What the guest (customer) really needs is not a one-size-fits-all compression garment, but a solution that targets specific areas of the body. That's where CW-X plays a key role."

Troy used to work at a Big Four accounting firm investigating allegations of corporate fraud and potential money laundering. Chucking the corporate life aside, he, along with his partner, Victoria, purchased a Fleet Feet franchise in 2013 and now says, "I don't have so much of a job now, it's more fun than work." Learn more about the store at [www.fleetfeetstamford.com](http://www.fleetfeetstamford.com).

(continued page 6)

## New Sales Reps Join the Team



*Kristen McCormick on the trail*

**Kristen McCormick**, a resident of Atlanta, is taking over the North Carolina/South Carolina territory for CW-X. Kristen has solid experience in the specialty industry, including retail experience at Fleet Feet Atlanta, as well as currently carrying the Pearl Izumi running line. She is a graduate from the University of Wisconsin with a degree in Art.

Kristen is an avid outdoor athlete whose proudest athletic moment was, “crossing the finish line of my first ultra with my dad pacing me in. It was a really

emotional finish of a 40-miler that was brutal and seeing my dad’s face as I crossed the line was well worth the pain,” she said.

“He was so proud at how terrible I felt and the fact I kept pushing regardless and didn’t quit.” Contact her at: [kristencpt@hotmail.com](mailto:kristencpt@hotmail.com)



*Kristin Campbell hopes to score with CW-X*

**Kristin Campbell** will be managing WSSC’s Northwest territory across all sports channels. Kristin’s experience and time in the Pacific Northwest Sports industry runs deep. Over the past 25 years, she has played a vital role in generating and managing sales for brands in the Run/Fitness, outdoor, snow, and lifestyle retail spaces including: Halti, Kombi, Phenix, Puma, Timberland and Vuarnet. She is an active sports enthusiast, a runner, a great tennis player, and skis better than most of us. She has

also been a licensed real estate broker for the past 10 years, just in case anyone needs to buy/sell some real estate in Oregon. Contact her at: [kwbc@comcast.net](mailto:kwbc@comcast.net)



*Matt Bearce in Pompeii*

**Matt Bearce** is joining (CW-X Rep of the Year 2004 and 2014) Curt Johnston ‘s Highland Sales Group representing the MA, CT and RI regions. Matt comes with 20 years experience in the specialty industry, including marketing and sales roles. He has worked with Reebok in the past, and most recently held a sales position with Saucony in the southern New England region. Matt is a resident

of Foxborough, Mass., home of the New England Patriots. He graduated from UMass Amherst with a B.A. in Sports Management. Matt is married and the father of Preston, 7, and Lexie, 5. Contact him at: [matt.bearce@gmail.com](mailto:matt.bearce@gmail.com)



*Kirby Laughlin and his wife, Jill, paddle a lake near their home in Butler County, Pa.*

**Kirby Laughlin** will be representing CW-X in the states of OH, MI, KY and Western PA. Kirby is an industry vet, having worked/repped for Nike, Timberland, Puma, Simple and Canada Goose. His current brands are specialty lines including Injinji socks, currexSoles, Carb Boom, IllumiNITE, Snow Angel and SuperNatural. Kirby grew up in Cleveland, and now resides in Pittsburgh. He is a lifelong fan of Ohio and Cleveland sports teams: the Browns, Indians, and Cavs. Kirby can be reached at: [klaugh56@yahoo.com](mailto:klaugh56@yahoo.com)

*(continued page 7)*



*Al St. Jean and John L.A. Wilson hand Curt the hardware*

**Rep of the Year Takes Home the Glass** – Congratulations to Curt Johnston of Highland Sales Associates, Inc., representing the New England region, for winning the Rep of the Year Award presented at the 2015 Outdoor Retailer Winter Market. He wins a check and a glass trophy – none of that cheap Lucite will do for such an outstanding sales performance. Still, we’re guessing he liked the check better. Curt lives in Kensington, N.H., and keeps his 2014 trophy next to his 2004 Rep of the Year award. Hmm, an award every ten years? He hopes to win another one well before 2024.

“I could not do my job so well if not for the tremendous support I receive on a daily basis from Al, Bruce and Georgia and the entire CW-X staff and marketing team,” he tells us in an obvious bid to pander to the judges.

## BEHIND THE SCENES

### Bonjour to Ashley Tidman

Ashley is joining Wacoal Sports Science Corp. as a sales and marketing assistant, working out of our New York City offices. Ashley comes to us as a recent Trinity College (CT) graduate where she was team captain for Trinity College’s 2014 National Champion Squash Team. She was also in the French National team from ages 15 to 18, French under 19 National champion, and finished 9th at the European Championships, and 19th at the World Championships. Her proudest moment was winning the National title with the rest of her teammates at Trinity College and receiving one of those traditional American “bling-bling” championship rings.



*Ashley is a smash hit*

Ashley is a young world traveler, as she was born and raised in France, attended prep school in Canada, and undergraduate here in the U.S. She resides in Manhattan. You can reach her at: [atidman@cw-x.com](mailto:atidman@cw-x.com)



**Not Too Shy in Chi-Town** – Derek McDaniel, brand development executive - Key Accounts, and newly-hired sales and marketing assistant Ashley Tidman, staffed the booth at The Running & Fitness Event For Women in early July in Chicago.

*(continued page 8)*



**They Sure Do Clean Up Nice** – Nice to know that when the occasion calls for it, the men of CW-X clean up nicely. Seen at Wacoal America’s 30th anniversary party last May in New York, Wacoal Sports Science Corp. president and COO John L.A. Wilson is flanked by western sales director Oleg Shikverg (left) and Al St. Jean, eastern sales director. Note that Al is rocking a tie bar while John dresses traditionally British with a pocket square. Oleg has that understated western look.



Chris Eves, Bruce Monroe of CW-X and his daughter Kim

## Man of Steel

Brand Development Executive Bruce Monroe had a proud father moment when he attended the Syracuse (N.Y.) Area Music Awards with his daughter, Kim Monroe, and her partner Chris Eves. Their band, *Castle Creek*, won a SAMMY for “Best Blues Album.” Bruce played lap steel guitar on the album and got to share the award with them.

*Castle Creek* is generating increased international attention and aside from playing shows in big eastern cities like New York and Boston, they’ve also played recently in Nashville, Orlando, Austin, Houston, Detroit, and Los Angeles. International shows have included Ireland and London where they recorded tracks for their upcoming album at Abbey Road Studios in the same room where the *Beatles* recorded “Revolution” and “Here Comes the Sun.” They tour Japan this fall. Kim and Chris admit of course, “it’s all about the lap steel.”

In case you wondered, a lap steel guitar is a type of steel guitar. The player changes pitch by pressing a metal or glass bar against the strings instead of pressing strings against the fretboard.

Learn about the band here: [www.castlecreekband.com](http://www.castlecreekband.com)



Making a splash in their Revolution Tops

**Looking Good** – The brand continues to draw attention at Outdoor Retailer thanks to one great show tradition: an appearance by the CW-X models who all work out regularly to keep in shape. They walk the halls like moving billboards drawing attention to the booth.

CW-X Press is written by Blumenfeld and Associates, Inc. PR, Stamford, Conn. 203 655 1600, [www.blumenfeldpr.com](http://www.blumenfeldpr.com), which is solely irresponsible for content.

Layout and design by Next Wave Design, Seattle.

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