



Press Release

Sportswear giant 361° enters the European market

Following successful launches in the US and in Brazil, China's second-largest sports footwear and apparel brand 361° extends its international expansion strategy to Europe.

Hamburg, January 6th, 2015 – Founded in Jianjing in 2003, 361 Degrees International Limited – 361° – is well known in its domestic market for being the second largest provider of high-tech sports footwear and apparel. With more than 7,800 stores in China, the sportswear label generates annual revenues of over one billion euros. Besides its running, training and leisure shoes, the brand's portfolio includes sports and functional wear for both indoors and outdoors. As part of its soft launch in the US and in Brazil, the active sportswear label recently showcased its new collection specially developed for the international market. In pursuing its vision of establishing itself as an international renowned player in the sports segment, it is now extending its expansion strategy to the pan-European market.

One degree beyond – always one step ahead

From a vision to a mission: "Our 'One Degree Beyond' approach, encapsulates our claim to be one decisive step ahead when it comes to innovation, performance, design and service," explains CEO Otto Lin. "We are quite sure that our mission, our expertise and our innovative technologies will help us make a huge impact on the European market."

361° is looking to kick-start its international collection in for the Spring/Summer season 2015 in Europe with a tactical focus on its running division. This will include its highly specialized running shoes, such as the models Chromoso or Sensation, developed especially in the 361° Design Center and tested thoroughly in the US. These hero articles boast the company's own technological innovations such as Quick Dynamic Defense with a three-layered feature in the middle sole providing enhanced stability and cushioning while offering featherweight comfort. The initial collection, comprising running, training, trail and lifestyle shoes as well as sports clothing consists of up to 140 styles for him and her all in the 69 to 130 euros price segment.

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Official partner for the 2016 Olympic Games in Rio de Janeiro

Besides forthcoming sponsoring commitments for European sports events, 361° will also be showcasing itself on the international stage. This will include serving an official partner in support of the 2016 Olympic Games and Paralympics in Rio de Janeiro. The company will be providing the official torch bearers and many others involved both in front of and behind the scenes with more than 100,000 outfits. "We are truly proud to be able to support the Olympics in Rio – one of the most important and most anticipated sporting events in the world," explains Ding Wuhao, president and executive director on the 361 Degrees Group. "For us, this is a key milestone in being able to share our passion for sport with Brazil and the rest of the world."

In Europe, 361° will be presenting itself for the first time at the ISPO sports fair in Munich (5-8 February 2015). As a partner to the annual RUNNER'S WORLD running shoe symposium taking place at the first day of the ISPO, the company will be introducing itself to trade experts, providing exclusive insights into its collection.

Further information and image material can be found at Zitra's digital newsroom at www.zitra.com/presse.

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About Zitra™

Zitra, a member of the Otto Group, is Europe's largest fashion agency offering full service for international fashion brands. The multichannel service provider with headquarters in Hamburg, Germany, was founded in 2011 by Hermes-OTTO International with the goal of digitalising order processes in the fashion sector. True to their motto "We scale up brands", Zitra now offers all services along the order-to-cash process for fashion brands, from management and technology to fulfilment. At www.zitra.com, retailers will find not only a viable marketplace, but also support services for an ideal order environment centred around international fashion purchasing and distribution. Retailers can order products comfortably online, while brand providers can use the portal for efficient business expansion. Zitra supports both with logistics, processing, and payment processes. As a subsidiary of the Otto Group, the service provider has access to comprehensive fashion expertise combined with the unique logistics competence of Hermes Fulfilment.

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