



Press release
September 20, 2022

RevolutionRace launches a new collection for kids & teens

RevolutionRace is proud to launch its first collection for kids and teens. The collection will be launched on September 20 and will initially consist of the brand's most popular trousers and fleeces in sizes 146-164.

"One of RevolutionRace's most important success factors is our direct communication with our customers. For a long time, we have experienced a great demand for products in smaller sizes adapted for kids and teens, so expanding towards a younger target group is therefore a natural next step. Being able to make our clothes available to the younger generation is part of making nature available to everyone, which feels both important and fun. At the same time, it further strengthens our opportunities to become the most loved and recommended outdoor brand in the world", says Paul Fischbein, Acting CEO at RevolutionRace.

RevolutionRace will offer pants, fleeces, and accessories in sizes 146-164. The sizes build naturally down from the current women's and men's range in size XS. The product development team plans to continue expanding our core range to the younger generation in the future. The launch of the collection will take place on September 20 in all markets on the RevolutionRace websites. [Revolutionrace.eu/teens](https://revolutionrace.eu/teens)

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About RevolutionRace

RVRC Holding AB (publ) (RevolutionRace) offers high quality functional clothing for people with an active lifestyle. The company was founded in 2013 by Pernilla Nyrensten and Niclas Nyrensten, Creative Director. Since its inception, we've had the goal of creating multifunctional clothing with great fit, in the highest quality and at reasonable prices under the tag line "Nature is our playground". By selling clothes online, directly to consumers without unnecessary intermediaries, RevolutionRace can offer products that have an unmatched value in terms of price, quality and design. Together with its customers, the company has grown rapidly and is selling its products to more than 35 countries. For more information, please visit corporate.revolutionrace.com.