

**PRESS RELEASE STOCKHOLM, 27-01-2020**

KICK START AN ACTIVE LIFESTYLE WITH   
DAILY SPORTS’ SPRING COLLECTION

**Daily Sports releases spring active wear and women's outdoor pants designed for the Scandinavian climate.**

The outdoor trend is growing. And venturing out into nature has never been more tempting. Daily Sports has been making feminine clothing tested in Scandinavia’s great outdoors   
for 25 years. For Daily Sports, creating clothes for being active outdoors comes completely naturally. This stylish sportswear is geared totally to women's shapes and needs. Their   
spring collection is elegant, with smart details. And it is made from the latest technical   
materials (which means, these days, lightweight, soft against the skin and wonderfully comfortable to wear).

“One product that I strongly believe in is Avoriaz city shorts, a new version of our best-selling Avoriaz outdoor pants. They are perfect for women on the go outdoors,” says Ulrika Skoghag, CEO of Daily Sports.

The colours range from bright pink and bright blue to elegant key garments in beige and black. Together they form the basis for a long-lasting active wear wardrobe.

“We want everyone to feel stylish and to want to be active in the garments we design.   
Judie is a confidence-boosting jacket that feels like a real classic. With its discreet black   
and beige pattern and gold-tone details, it’s a real 'keeper',” says Patricia Trennewall, designer at Daily Sports.

Read more at [www.dailysports.se](http://www.dailysports.se)

**FOR MORE INFORMATION CONTACT:**

Tina Lindkvist

Marketing Coordinator

Tel: +46 722-51 62 30

Email: [tina.lindkvist@dailysports.se](mailto:tina.lindkvist@dailysports.se)

Daily Sports is today one of Sweden’s biggest suppliers of golf clothes for women. We sell our golf and active wear in 28 countries.   
 Daily Sports clothing is famed for its feminine fit, focus on function and attractive details.   
Featuring designed patterns and matching combinations, the clothing is for both leisure and at work.

The company was founded in Sweden in 1995 with the aspiration to make women want to be active. Our current turnover is about SEK 80 million, of which the Swedish market accounts for about SEK 25 million.

Tulegatan 47 T +46 8 120 105 00

SE-113 53 Stockholm, Sweden

info@dailysports.se www.dailysports.com