**Craft Hero**

**CRAFT HERO – Boost your presence with authentic superstar design!**

**Swedish brand Craft's collaboration with elite athletes has not only resulted in the world’s finest functional sportswear, but now also in a baselayer collection with a superstar design – CRAFT HERO.**

World-class athletes Charlotte Kalla, Emma Johansson, Simon Gerrans and Rene Poulsen have been invited to co-design their very own Active Extreme Concept Piece LS, the most advanced baselayer ever created. The result is a collection with four distinct expressions.

The Kalla jersey reflects the Olympic champion's vision of herself as a lone wolf pursuing the highest order in the world of cross-country skiing, while ORICA-AIS star Emma Johansson’s retro jersey celebrates the classic look of road race cycling.

Simon Gerrans, the triple champion of Tour Down Under, cherishes neutral colors and has aimed for a timeless design that communicates speed and determination. Kayak rower René Poulsen, on the other hand, has a taste for strong colors, which translates into a black and red fusion with lots of attitude.

**The world's greatest baselayer**

Active Extreme Concept Piece, which is Craft's most advanced performance baselayer, has experienced enormous success at the highest level of sports. Boasting countless of Olympic and world champs medals in cross-country skiing as well as supreme cycling victories such as Paris-Roubaix, the innovative collection is arguably the world's best baselayer.

Active Extreme Concept Piece LS is a thin, lightweight and elastic jersey that offers superior moisture transport and body-temperature management. Bodymapped Mesh Superlight ensures excellent ventilation while Moving Wing Technology™ provides total freedom of movement.

**Highlights**

- Authentic superstar design

- Elastic, lightweight and highly functional fabrics

- Moving Wing Technology™ for total freedom of movement

- Mesh Superlight in hot spots for enhanced ventilation

- Ergonomic 3D-fit

FOR MORE INFORMATION PLEASE VISIT WWW.CRAFTSPORTSWEAR.COM

*Craft is a Swedish brand specializing in clothing for endurance sports where performance and comfort are crucial for optimal result. Working closely with elite athletes and constantly developing new materials and technical solutions, Craft offers cutting-edge training and competition apparel.*