

**PRESS RELEASE STOCKHOLM, 13 AUGUST 2018**

INCREASED FOCUS ON THE OUTDOORS.

DAILY SPORTS ACTIVEWEAR FOR AUTUMN 2018

**Daily Sports customers spend a good deal of time in the great outdoors and the company is therefore complementing its range with a line of outdoor legwear.**

“We know that our clients love to spend time outdoors; however, that doesn’t mean that they have to compromise when it comes to fashion. Our Trina leggings are my personal favourite, with a dressier feel than standard leggings,” says Pernilla Sandberg, designer at Daily Sports.

For their autumn collection, Daily Sport has designed three new items of legwear with a feminine cut to complement their standard range, all of them extremely well-suited to power walking: Trina leggings, with wind-resistant fabric on the front; Avoriaz, two-colour trousers in black and blue; and Fliza, plush-lined trousers for those chilly days.

Patterns and colours for the autumn collection have been chosen for their elegance and femininity, with a fresh palette of true blue, watermelon, mauve and mist on a base of navy, black and white.

“It is exciting to see our activewear collection grow and develop. If I say so myself, our garments are so comfortable that you will want to wear them all day long, not simply for training,” says Ulrika Skoghag, CEO of Daily Sports.

Learn more at [www.dailysports.com](https://www.dailysports.com/en/)

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Daily Sports creates sportswear for women all over the world. Established in 1995, the company’s ambition is to encourage women to embrace an active life. Daily Sports is a Swedish family business now run by second-generation CEO Ulrika Skoghag. The company currently markets its collections in 28 countries via a network of 20 distributers, with an annual turnover of SEK 70 million, of which the Swedish market accounts for approximately SEK 20 million.

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