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Power Woman Presents -  P.O.W.  - **Power – of – Woman:**

Sportswear for Every Occasion

**A single-colored collection that makes a strong statement**

With P.O.W., *Power of Woman*, we are proud to announce a line of single-colored sportswear that puts the wearer's personality front and center.

Being both minimalist and assertive, and part of our Affordable Luxury segment, these tops and tights are designed to make a statement: "I am a Power Woman."

Compared to our other collections, we have scaled down some of the more forceful design elements without compromising on quality or fit. It's our essential, wear-anywhere sportswear, designed for every occasion.

The fit is shaping and firming, while the materials are soft and smooth for the ultimate second-skin touch. All pieces are made to enable maximum breathability and freedom of movement.

P.O.W. combines all-round tights with crop tops and tank tops. All of them are perfectly suited for indoor and outdoor activities – everything from running to gym, yoga or leisure. Due to its light touch and silky feel, the collection is perfect for soft sports.



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At PowerWoman, we believe in empowering women, strengthening other females and supporting your sister. We encourage women to *pass their power forward* to other women using the hashtag #passyourpower.

Share your power, show your support and love of other women and together, we'll make the world a better place.

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About Power Woman

Power Woman is a Swedish high-end sportswear brand. Power Woman design sports apparel that are perfect for the female body and extensively tested by the world's top female athletes. The apparel combine fashion, fit and sports in one. Behind the brand stand entrepreneur and triathlete Anna Wretling who´s passion is to empower women through the brand and through  the sports community Team Powerwoman Athletic club.

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