**Craft Sportswear launches unique collection for the 2016 Euro MTB**

Craft Sportswear is Official Partner to the 2016 UEC Mountain Bike European Championships and is now launching the unique Euro MTB Collection. The collection gives fans and spectators the opportunity to create a fantastic atmosphere at the championships held in Huskvarna, Sweden, in early May.

"We have previously made similar campaigns together with Vasaloppet and with Ski Team Sweden for the cross-country skiing world championships at Falun," says Craft's marketing coordinator Malin Andersson. "These collections were very successful in creating a great atmosphere and a strong community at the respective events. With the Euro MTB Collection, we have everything in place to succeed also in Huskvarna"

The unique collection, which includes a bike jersey, bike shorts, bike cap as well as a water bottle, neck tube and t-shirt, has been developed in collaboration with the 2016 Euro MTB organization and the design agency Grand Public.

"We think it’s fantastic that such a major brand as Craft chooses to make a merch collection for these championships," says Erik Abrahamsson of the Euro MTB organization. "It’s a confirmation that we are arranging a high-level event, as well as it’s great fun to have our championship portrayed in products that keep the event alive even when the races are over. I think this will become a true cult collection."

According to Johan Boqvist from the design agency Grand Public, the collection's stylish and clean design has a subtle connection to the event. "The Huskvarna mountain and its contour lines constitute the pattern," he says. "The whole competition area, the elevations, depths and toughness of the races can be sensed in the garments."

The Euro MTB Collection can be purchased online at craftsportswear.com and on location in Huskvarna during the championships. The products are made in a limited edition, so first come ...

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*Craft Sportswear 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 innovative training and competition apparel.*