



Press Release - Tracksmith Spring '23 Collection Launch

FOR IMMEDIATE RELEASE

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Tracksmith Debuts Spring '23 Collection

Tracksmith to Launch Seeds of Change Spring '23 Collection on March 25

BOSTON – March 11, 2023 – Tracksmith announced its Tracksmith Seeds of Change Spring '23 collection will be available for market on the Tracksmith official website on March 25, 2023.

According to Chief Executive Officer Matt Taylor, the new spring apparel collection will boast several new pieces, including shirts, shorts, long-sleeve options and accessories.

“No season matches the relentless momentum of spring; additionally, an unseasonable cold winter is finally behind us,” Taylor said. “The Tracksmith Seeds of Change Spring '23 collection relishes the change in season with new, colorful designs and lightweight fabric.”

The new spring apparel collection features several new color options for popular favorites including the Van Cortlandt Singlet, for \$68, and the Van Cortlandt Tee, priced at \$74.

“Tracksmith is pleased and excited to offer our runners fresh and exciting options for favorite apparel items including the Van Cortlandt Singlet and Van Cortlandt Tee,” Taylor said.

“The singlet features a bold stripe design across the chest and a lightweight mesh material, while the Tee features a T-shirt feel for running on warm spring days.”

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Taylor also elaborated that the Tracksmith Seeds of Change Spring '23 collection brings back the inaugural running shoe, the Tracksmith Eliot Runner, in two new colors at \$198.

“The Eliot Runner was Tracksmith’s first-ever trainer and holds a special place in the heart of the company,” Taylor said. “Tracksmith wanted to bring the supercritical Pebax insole and midsole trainer back to excite and inspire runners for the spring season.”

Runners can also select from new Van Cortlandt Shorts and Van Cortlandt Grand Shorts that feature a 4” inseam, breathable mesh and bold colors.

“Both shorts are customer favorites too,” Taylor said. “The shorts are not-too-long, not-too-short, and re-imagine style for modern runners using trademarked 2:09 Performance Mesh.”

Adding to the wide range of apparel options, the new collection features a long sleeve shirt, a hoodie and a crewneck.

“The Van Cortlandt Long Sleeve and Van Cortlandt hoodie or crewneck were designed to be perfect layers for those in-between days when spring is unpredictable,” Taylor said. “Those items are my personal favorite because they are soft and breathable, with an anti-microbial finish.”

Taylor said Tracksmith also wanted to include accessories in the Tracksmith Seeds of Change Spring '23 collection to help propel runners to the next level and power unstoppable running.



“Tracksmith reimagined performance sunglasses, running socks and sunglasses,” Taylor said. “Our designers paid close attention to detail in order to produce the best quality performance accessories.”

Specific to the new collection is the Kazu Tourer running frames, priced at \$295 and available in a tortoise copper and glacier color.

“The Kazu Tourers are part of a rewarding partnership with District Vision,” Taylor said. “Our companies strategically worked together to dream up performance frames that feature ventilated lenses, an inlaid titanium bridge badge and integrated side shields to mitigate ambient light and glare. The effortlessly cool shades are designed for all your adventures without sacrificing style.”

The main colors of the collection were inspired by spring and feature awakening yellows, blues, creams, peaches and the signature Tracksmith combination of navy and red.

“Our designers drew inspiration for the color palette from spring’s welcoming colors,” Taylor said. “The grays of winter have faded away, leaving awakened colors of blossoms on trees and on the ground. The colors in this collection reflect and relish the refreshing change in season.

Launch of the Tracksmith Seeds of Change Spring ‘23 collection comes after the beginnings of Tracksmith global expansion and various business ventures. Tracksmith opened a flagship store in London on Oct. 11, 2022, growing the customer base and market reach. J. Crew also partnered with Tracksmith in Dec. to launch running apparel and accessories. The collaboration was wildly successful for both companies and reflected Tracksmith’s growing

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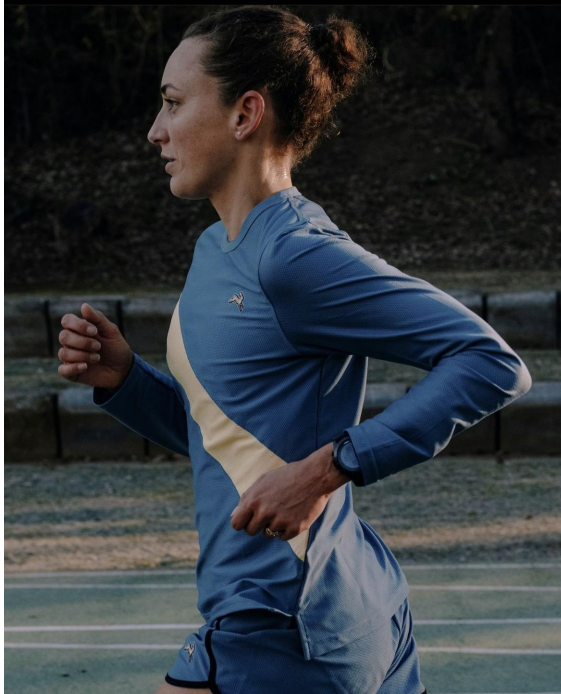


success. For more information on the Tracksmith Seeds of Change Spring '23 collection or to shop the collection, visit tracksmith.com.

Tracksmith

Tracksmith is a Boston based independent running brand. Marked on all Tracksmith items, the hare reflects the quick-witted, nimble and performance nature of Tracksmith. The brand is dedicated to empowering the amateur spirit of non-professional yet competitive runners. Tracksmith's clothes are made to champion runners through high quality performance tops, bottoms, shoes and accessories. For more information visit tracksmith.com.

Photos and Campaign Video - Launch of Tracksmith Seeds of Change Spring '23 Collection

















- Van Cortlandt Singlet \$68



- Tracksmith Eliot Runner \$198



- Van Cortlandt Grand Shorts \$72



- Session Tank \$72



Allston Bra \$72



- Trackhouse Midweight Crew \$100



- Kazu Tourer \$295



- <https://www.tracksmith.com/journal/article/carlos-riquelme-in-olot>



In this promotional video for the Tracksmith Seeds of Change Spring '23 Collection, follow Carlos Riquelme as he tackles a workout of 20x400m on the track. Riquelme reflects on the anticipation of spring and planting seeds of change.



FAQS

About the Collection

When Will the Collection Launch? - The Tracksmith Seeds of Change Spring '23 collection will be available for market on March 25, 2023.

Where Will the Collection be Available? - All collection items will be available on our official website at tracksmith.com. All items will also be available at our retail location in Boston.

Why Was this Collection Named Seeds of Change? - Spring is a season that brings anticipation, ambition and hope. Runners often will use spring as a season of goal setting and preparation. Spring is the optimal time to lay a foundation and plant seeds of change for the upcoming summer season.

Who Designed the Collection? - Lead Creative Director Caroline Taylor spearheaded the direction and strategizing for this collection. Our other designers at Tracksmith contributed as a team to create the collection.

How Long will the Collection be Available? - The Tracksmith Seeds of Change Spring '23 collection will be available from March 25 to the summer season. The most popular items from the collection will find a permanent spot on our website and in store.



About Tracksmith

Who Are We? - Tracksmith is an independent running brand. We are a pure running label. Not leaning into other sports, running is our main focus. Running and the amateur spirit are our champions. We focus on propelling all runners to success through straightforward and simple running technology. Our brand tells a story of decomplicating running, and allowing people to focus on the love of the sports.

What Do We Sell? - Tracksmith sells items for both men and women. Our options include singlets, tanks, tees, long sleeves, bras, sweatshirts, jackets, shorts, short tights, tights, pants, underwear and numerous running accessories.

Where Does Tracksmith Mean? - All our cards are on the table. The name represents our brand and tells a story. “Track” represents a commitment to straightforward and consistent training. “Smith” reveals a dedication to craft skills: quality, function, specialization.

Does Tracksmith have retail locations? - Tracksmith is currently available in three retail locations. Our first retail store, The Trackhouse, is located at 285 Newbury Street in Boston. Our New York pop-up store is located at 63 N 3rd Street in Brooklyn and is open for the winter. Tracksmith has future plans to open a permanent store in Brooklyn and flagship store in London for 2023.

How Can the Media Reach Tracksmith? Please reach out to our media contact **Claudia Benge**. You can call at **682-226-1172**. You can also send an email to **claudia.a.benge-1@ou.edu**.



Tracksmith to Hold Launch Party for Seeds of Change Spring '23 Collection

- When: Saturday, April 1, 2023
10 – 11 a.m. Check-in and Refreshments
11:15 a.m. Launch Party Start
- Where: Emerson Colonial Theatre, 106 Boylston Street, Boston, Ma 02116
- Who: Matt Taylor, Cofounder and CEO of Tracksmith
Caroline Taylor, lead designer of Tracksmith
Emma Smith, sponsored runner
Carlos Riquelme, sponsored runner and subject of collection's promotional video
- What: Tracksmith is hosting a launch party for Seeds of Change Spring '23 Collection. The launch will begin at 11:15 a.m. for the media. Matt Taylor will kick-off the event with a speech. Speaker panel with Caroline Taylor, Emma Smith and Carlos Riquelme will begin shortly after.

After the panel, Matt Taylor will be available for interviews. Others will be available for comment. Products will also be available after the event, and the media can expect promotional items.

Media is welcome. For more information, contact Claudia Benge, director of communications for Tracksmith, at claudia.a.benge-1@ou.edu

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Organization Overview: Tracksmith is an independent running apparel and accessory company. Key products include running singlets, tops, bottoms, trainers and accessories. Tracksmith was established in 2014 with roots in Boston.

Over the years, Tracksmith has broken into the market for running apparel and accessories and expanded reach. Tracksmith has opened a popup shop in Brooklyn, NY and a flagship store in London.

Tracksmith is based in Boston, where Chief Executive Officer Matt Taylor and a small staff work to execute company goals.

Vision: Tracksmith's vision is to be the leading provider of running apparel and accessories for runners. Toward that end, we work to protect the love of the sport and champion consistency, straightforward and passionate running.

Mission: Tracksmith's mission is to provide high quality, performance running apparel and accessories to runners. Beyond providing products, we aim, in everything we do, to celebrate, support and add to running's distinct culture.

Goal Strategy: Employees at Tracksmith work hard to incorporate the latest findings and customer feedback into the designing and production of our products. Tracksmith develops strategies and markers to provide customer service and high quality products. Execution of product campaigns, social media, customer service, administration and sponsorships are handled by Tracksmith employees with a passion for the running community.

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