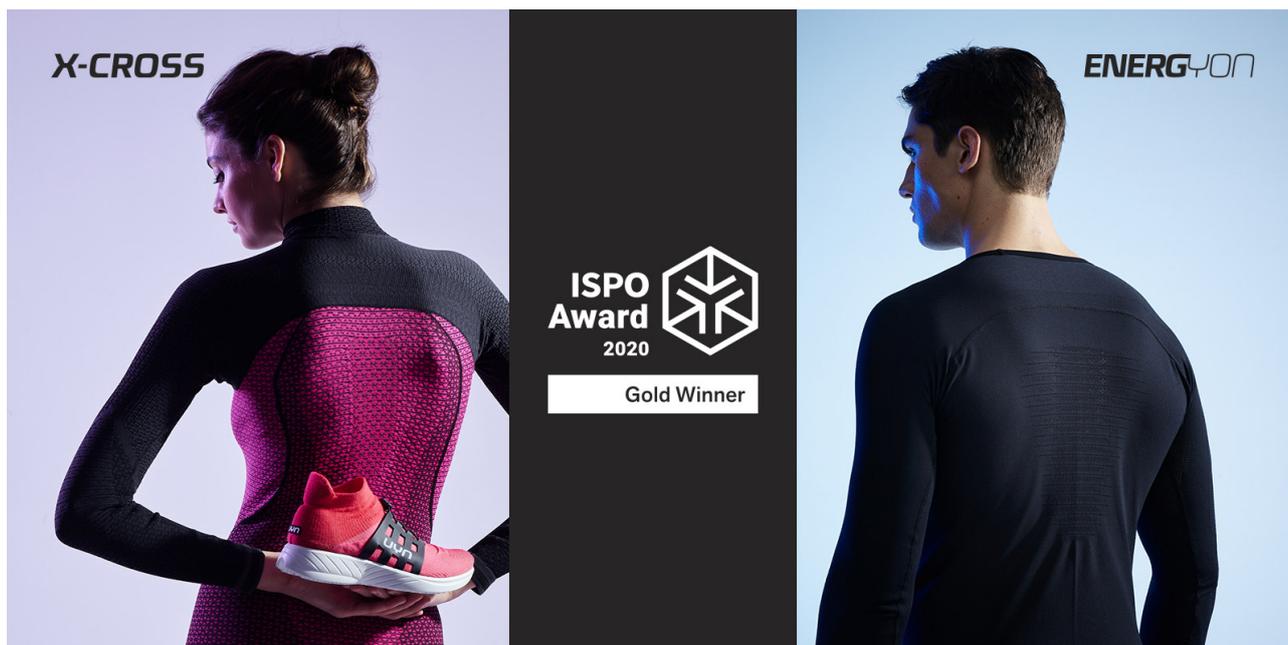


## **UYN X-CROSS TUNE SHOES AND ENERGYON TECHNICAL BASE LAYER WIN THE ISPO GOLD AWARD 2020**

***The winning products are just two of many new releases the Italian brand will be presenting at the ISPO fair in Munich, from 26 to 29 January***



Double success! UYN – Unleash Your Nature has won not one but two ISPO awards, with our UYN X-Cross Tune shoes and Energyyon technical base layer earning sportswear's highest stamp of recognition. ISPO is the largest international network devoted to the world of sport. It issues this highly sought-after award every year.

An independent panel of 42 experts in the sports industry (retailers, designers and product specialists, but also athletes) from 13 different countries tested 456 products to assess them for sustainability, innovation, design and functional aptitude.

The UYN X-Cross Tune shoes earned the most votes in the category Fitness & Team Sports > Footwear, and so were named Gold Winner. The Energyyon technical base layer also earned the highest level of recognition, this time in the Running > Base Layer category. This is one of so many international signs of confirmation of the quality of UYN products. It proves our brand's pioneering spirit, carrying out systematic research, innovating and introducing the unique elements so vital to our identity. The ISPO Award is also an important indication for consumers, helping products that represent excellence stand out in the vast sportswear market.

## ***UYN X-CROSS TUNE, THE SHOE THAT MOVES YOU***

The X-Cross Tune shoes are one of the eight models included in the UYN sneaker collection and represent the latest advancement in footwear. This shoe is Made in Italy. It's entirely eco-sustainable and made from a single piece of knitted fabric to be totally seamless. Unlike the knit sneakers already on the market, UYN has managed to create an exceptionally elastic upper that encases the foot and follows your every move, as if it were a second skin. Yet at the same time, rigidity and reinforcements in strategic areas provide stability. The result is a feeling of freedom never before experienced.

The shoe has natural temperature-regulating properties as its inner layer is composed 100% of pure Merino wool. The knitted technology and a special ecological treatment makes it water-resistant without the need for a synthetic membrane. Ultra-lightweight (about 200 grams), functional and dynamically stylish, the X-Cross Tune gifts its wearer with maximum comfort throughout the day.

## ***ENERGYON: THE FIRST BASE LAYER TO USE FLOWTUNNELS TECHNOLOGY***

Energyon is the lightest base layer UYN has ever made and the first to use Flowtunnels technology, which combines holes in varying sizes with 3D channels to create micro-vortices of air on the skin. All this means the more you move, the more the Energyon base layer cools your body and wicks away sweat.

The long-sleeve version, honoured with the ISPO Award, is perfect for high-intensity activities that make you sweat but that also require better thermal protection around the arms, whether that's running, ski mountaineering or cross-country skiing.

## ***NEW UYN RELEASES AT ISPO MUNICH: 26-29 JANUARY***

We'll be presenting the X-Cross Tune shoes and Energyon base layer at ISPO fair in Munich from 26 to 29 January. It's the largest sportswear gathering in the world.

At the UYN stand (Hall B3, 502/504) you'll also have the chance to discover all this Italian brand's new releases for FW2020/21. Having shone in its debut at the impressive Pitti Uomo 97, the new UYN sneakers collection is set to impress in Germany, too. Among the new releases, UYN will be presenting a new range of jackets and pants that create the highest levels of freedom of movement ever experienced in skiwear, a range of mid-layers for winter sports and leisure time, plus the latest version of Natyon, the technical base layer worn by the champions of ten of the world's top national ski teams. And that's not all: at ISPO, UYN is set to announce further new and exciting partnerships in the world of sport.

The UYN stand is open to visitors:

- from 9am to 6pm on Sunday 26 to Tuesday 28 January
- from 9am to 5pm on Wednesday 29 January.

[\*CLICK HERE TO DOWNLOAD THE HIGH-RES PHOTOS\*](#)