



Press release  
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## **“Fashion Follows Function 2.0”**

**Once again, X-BIONIC is shaking up Fashion Week in Milan with high-tech textiles**

For the second time, X-BIONIC is presenting its new, high-end sportswear at the Milan Fashion Week from 19th to 25th September. Along with the new generation of innovative running wear, other highlights of the X-BIONIC and X-SOCKS 4.0 collection are set to conquer the fashion capital with a focus on specially designed women's sportswear.

Fashion today is no longer just Haute Couture. Instead, future-oriented textiles combine functionality and sophisticated looks to create stylish high-tech wear. X-BIONIC proves how this ambitious concept can be put into practice with its newly designed collection: trendy colors meet climate-regulating high-tech fibers, and special cuts ensure complete comfort while setting a visual accent. The unparalleled quality of the X-BIONIC 4.0 products is the result of 20 years of research and development combined with field testing by high-performance athletes.

More than 2,000 international journalists and more than 20,000 trade visitors are expected at the Milan Fashion Week. Together with its partners Lamborghini and Oberalp Group, the X-BIONIC team will be presenting the highly functional sportswear for women to all trade fair visitors in the central "Swiss Corner Milan". X-BIONIC is also organizing a "Running Team Event" and an exclusive party in celebration of the brand's 20th anniversary.

### **About X-BIONIC® and X-SOCKS®**

X-Technology Swiss, the innovator of ultra-functional clothing, has been uniting Swiss precision and the tradition of Italian craftsmanship in its products under the brands X-BIONIC®, X-SOCKS®, and Apani® since 1998. Within a few years, X-BIONIC® and X-SOCKS® have redefined the world of functional clothing. As its brand name suggests, the developers of X-BIONIC® transfer bionic knowledge from nature into functional clothing with the aim of increasing athletes' efficiency and well-being. The brand's solutions are based on pioneering technology. Protected by more than 800 patent registrations worldwide, the clothing aids the release of the body's energy reserves through thermoregulation. Over 600 international awards and product review wins for innovation, product quality, functionality, and material quality speak for themselves.



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