



## **Endomondo Introduces Performance Sportswear Collection at Copenhagen Fashion Week**

### ***Designer David Andersen Builds Endomondo Affinity with Committed Fitness Devotees***

**COPENHAGEN, Denmark – January 31, 2012** – [Endomondo](#), the social fitness network that turns the mobile phone into a full-fledged personal trainer and training partner, announced today the launch of its new line of performance sportswear for running and cycling.

Created with the critically and commercially acclaimed Danish designer, [David Andersen](#), the stylish new Endomondo sportswear line is aimed precisely at those people who are committed to fitness and peak performance, and want to share their dedication with others—just as Endomondo helps them achieve. The line is designed to build a bridge with this motivated market, and enables other Endomondo users to identify their fellow enthusiasts. In using the Endomondo app, they can share their experiences and spur each other onward.

The enticing new Endomondo sportswear line provides Andersen's creative graphics, coupled with the perfect fit and most innovative materials for athletic performance. The eye-catching looks are combined with the collection's major feature, the ability to wick away moisture and sweat and keep competitors dry when competing and exercising.

Highlights of the collection include:

- Stylish running jackets ensuring that the user looks great whether jogging slowly or chasing a new personal best
- Running tights and pants with several functional details
- Shorts and tank tops for use in the gym or for running on a warm Summer day

In addition to the performance sportswear, the collection features casual styles for both women and men, such as yoga pants, hoodies, T-shirts and polo shirts.

"When I was approached to design a sportswear collection for Endomondo, I immediately became invested and excited to be a part of this project," said David Andersen. "This opportunity allowed me to build an innovative product, create a new form, use dynamic textiles and take on an exciting challenge with a new way of thinking. I look forward to introducing it on the runway in Copenhagen and seeing it transform the performance of athletes."

David Andersen's work is represented in 12 countries across Europe, and is entering the markets in Japan and the U.S. Known for pushing the boundaries to the limit and experimenting with different shapes and textures, David brings a profound passion for architecture, music and museums as inspirations for his designs. His fashions are currently worn by such celebrities as the Crown Princess of Denmark, Paris Hilton and Diddy (Sean Combs).

"We are thrilled to collaborate with a designer of David's caliber for our new sportswear line," said Mette Lykke, co-founder of Endomondo. "Endomondo is all about making sports and exercise more fun, motivating and social. Now we're translating that philosophy to sportswear that is not only functional, but highly fashionable for high performance results."

The Endomondo collection will debut at Copenhagen Fashion Week, taking place February 1-5. The pieces will be available to order from Endomondo's webshop at [store.endomondo.com](http://store.endomondo.com) in the spring.

### **About Endomondo**

Launched in September 2008, Endomondo Sports Tracker turns the mobile phone into a full-fledged personal trainer and a social training partner. The app can be used for running, cycling, walking and all other distance-based outdoor sports. Using GPS, the app tracks route, distance, duration, split times, calorie consumption and more while providing audio feedback on performance. The app offers a full history of workouts, as well as social features that allow users to compete with friends without giving up flexibility. The app also supports heart rate monitors on most handsets. Endomondo.com incorporates the social community where users can challenge friends and share results. Endomondo Sports Tracker has 7 million users with exponential growth. Being available on seven mobile platforms (iOS, Android, RIM, Symbian, Windows Phone, Windows Mobile, Java), the app supports almost all GPS phones. It is the highest rated app of its kind in several of the biggest app stores. For more information, please visit <http://www.endomondo.com> and follow [@Endomondo](https://twitter.com/Endomondo) on Twitter.

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