

Client: Sugoi Apparel

Description: Create all brand, positioning, and product copy for trade and consumer catalogues.

Fall Run Intro: *Do You Embrace the Elements or Merely Endure?*

Sugoi's incredible Fall and Winter running apparel will help you create your ideal balance between protection and ventilation, so that you stay warm, dry and comfortable whatever the seasons bring.

Fuel your winter exertions with Sugoi's incredible combination of technical fabrics, engineered details and inspired design.

Heat Apparel Copy

No one beats the heat. At most, we can hope to endure it to battle another day.

For athletes, heat is an unavoidable part of summer activity, and those who prepare best survive best. Sugoi's summer apparel is a great preparation; an unmatched set of light, technical tools that allow you to run a little longer, train a little harder and give the heat your best fight.

Zap 360 Reflective Feature Copy

Regardless of climate, winter means shorter days everywhere. So, whether your winter includes rain and wind, clear and cold conditions, or something a little more temperate, enhanced visibility is a primary safety concern.

Sugoi has long been a leader in subtly integrating functional reflectivity into a wide range of technical apparel from shorts, tees and caps, to full-on water and windproof winter gear. For Fall, Sugoi's Zap 360 collection combines superior technical performance with 360-degree reflectivity to keep you visible at all times through the low light and short days of winter. With a range which includes knickers, different weights of tight and a versatile jacket, Zap 260 is complete performance reflectivity solution.