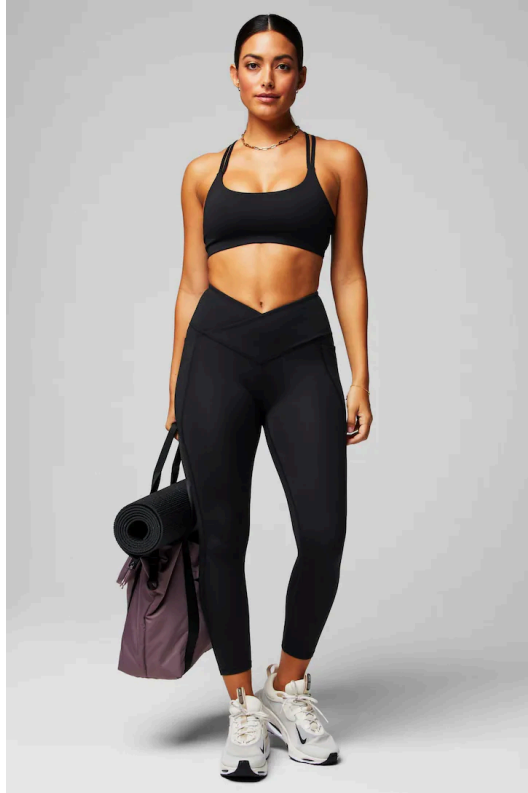




FABLETICS ANNOUNCES EXCLUSIVE COLLECTION LAUNCH ON NEXT.CO.UK



London, 16th September 2024 - Global activewear brand **Fabletics** announces the launch of their popular core range with leading UK retailer **NEXT.co.uk**.

Co-founders Adam Goldenberg, Don Ressler and Ginger Ressler launched Fabletics in 2014 after they saw a gap in the activewear marketplace. There were plenty of luxury brands, but none that offered high-quality, stylish pieces at accessible prices. Today, Fabletics is renowned for its fashion-forward, performance-driven designs guided by its foundational belief, that everyone and everybody deserves to look and feel their best.

Fabletics are known for delivering the world's most fashionable, high-performance active wear collections. Specialising in both high impact activewear designed to support and protect using the brands innovative garment technology for outdoor and HIIT workouts, to lower impact pieces designed for maximum flexibility and support for those who enjoy activities such as Yoga and Pilates.

As a digitally native company this expansion into NEXT.co.uk marks a huge milestone for the brand, making this the first time Fabletics will be available through a partnering stockist. The collection will feature iconic collections from the core range for which Fabletics have become synonymous including the Power Hold, Oasis Pure Luxe and Motion 365+. Additionally NEXT.co.uk will carry some of the brand's best selling bras, t-shirts, tops, jackets, and trousers, available in sizes UK4 - UK22.

"NEXT is the perfect match for our growth strategy for Fabletics within Europe. With their massive reach to online consumers in more than 70 countries, NEXT can help us fulfil the demand for Fabletics which we are seeing to increase year by year, resulting from our global celebrity partnerships and product innovation. We are excited to introduce our core collection to NEXT customers and confident that being listed alongside other leading activewear brands will also help new consumers to discover the unique quality and value proposition of Fabletics, says Mark Ralea, General Manager Fabletics Europe.

The Fabletics collection is available online at www.NEXT.co.uk. Prices range from £40.00 - £90.00.

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About Fabletics

Founded in 2013, Fabletics brings the fashion-house approach into the activewear space. By fusing style-centric design with high-performance technology, we've evolved activewear beyond the gym, into every walk of life. Driven by our innovative VIP membership program serving over 2 million loyal members, we deliver premium quality at affordable prices with weekly new collections in sizes XXS-4X for women and XS-XXL for men. Fabletics is renowned for its fashion-forward, performance-driven designs guided by its foundational belief: that everyone and everybody deserves to look and feel their best. You can see and buy the collections in the US, Canada, United Kingdom, Austria, Belgium, Germany, France, Netherlands, Spain, Sweden, Denmark and the brand's 72 state-of-the-art retail stores. The full range of activewear, accessories, shoes and more can be found at fabletics.co.uk. Fabletics is headquartered in El Segundo, California.

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