



The Artisan Writer

Producer of compelling, hand-crafted writing, in small and large batches for progressive clients. :: Jeff@TheArtisanWriter.com

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COPY DECK

CLIENT: ASICS

PROJECT: Spring 16 Collection Intros/Women's Performance Run

DATE: 3/19/15

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With our new Performance Run collection, Asics elevates women's running to new heights with styles that are both highly functional and fashionable. With a versatile blend of styling and layering options to choose from, in addition to new soft-touch, sublimated prints, you'll find yourself wearing this apparel long after you've finished your run. Offering an impressive selection of tops that pair easily with bottoms, each piece features a generous overlay of reflective elements for safe visibility in low-light conditions. Additional details such as key pockets and contoured waistbands complete what is sure to be your favorite training companion, both during and after your workout.