



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/Men's Performance Run

DATE: 3/19/15

COPY:

From the novice to the elite runner, our new men's Performance Run collection delivers a full range of technical gear that's designed to propel him to another PR, and a place on the podium. Harnessing the collective "DNA" from our chief designers, Asics has paired popular classics with versatile cross-over styles for an elevated "spin" on men's running gear that promotes all-day wear and lasting comfort. Featuring a fit and finish that is functional yet modern, soft-touch sublimated prints are easily matched or layered, allowing for a truly multi-use extension of running gear. For added visibility, pieces feature ample reflective materials for low-light conditions. Now it's easier than ever to look and feel your best with our Men's Performance Run collection.