

Profile of Skins: a leader in premium compression wear

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Date: November 2014

Pages: 12

Price: US\$ 395.00 (Single User License)

ID: PF849A96CF8EN

Abstracts

The Switzerland-based company Skins is a leading supplier of premium compression wear for a wide variety of sports and fitness activities. The company has a strong reputation for producing high quality garments which have been scientifically proven to improve an athlete's endurance, accelerate recovery and increase strength and power. For years, the company has invested heavily in its research and development activities in order to improve product design. Research areas have included the use of 3D body scanning to assess muscle shape and refine garment fit. In addition, it has developed a number of other proprietary product technologies to incorporate moisture management, temperature regulation and protection against ultraviolet light into its products. This report provides an overview of the company's development, its products, its technology, and its design and research activities. Also, the company's sales and marketing and sponsorship and endorsement strategies are examined and an outlook for the future is provided.

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