



COMPRESSION HAS NEVER  
FELT THIS GREAT

***POWERSKIN***  
CARBON AIR<sup>2</sup>



CARBON TECHNOLOGY

# A CULTURE OF CONSTANT IMPROVEMENT

The flagship Carbon range of competition swimsuits is the most recent implementation of arena's breakthrough technology: a carbon cage is integrated into the suit's fabric to deliver intelligent muscle compression when and where it's needed. Since the Powerskin Carbon-Pro's launch in 2012, the range has created its own history, and today includes three distinct versions to choose from, *"because every swimmer is different"*.

**POWERSKIN Carbon-Ultra**  
revolutionary internal structure optimizes athlete's physiology to increase efficiency, improve body position, and reduce turbulence and drag.

**POWERSKIN Carbon-Flex VX**  
seam placement provides maximum range of motion and freedom of movement.

**POWERSKIN Carbon-Air**  
ultralightweight fabric makes it feel like a second skin.

Now in **2019** there's a new kid on the block - the **POWERSKIN Carbon-Air<sup>2</sup>** - and it's taken the "Air" concept to a whole new level: it's lighter, it has a better fit, it's more comfortable, and it offers even greater freedom of movement.

***POWERSKIN***  
**CARBON AIR<sup>2</sup>**





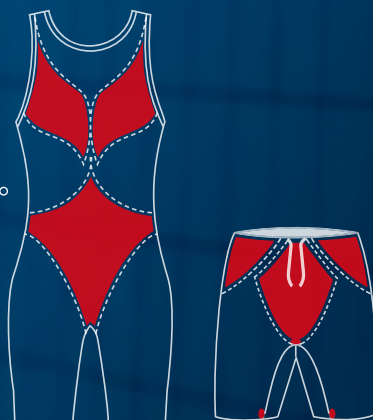


**LIGHTER   FREER   BETTER**

The Carbon-Air<sup>2</sup> features two main improvements:

• **THE INTERNAL LINING**

is designed in 3 separate panels, offering enhanced **freedom of movement** with less weight.



• **THE NEW ONE-PIECE CONSTRUCTION**

gives the suit a **better fit** and feel so that it feels **like a second skin**.



The **Carbon-Air<sup>2</sup>** is made from the same proven **woven fabric** as the original Carbon-Air, including **Horizontal Carbon Bands**, so all the benefits of this fabric are retained: **lightness, compression, low drag**. Together, these attributes combine to make the new Carbon-Air<sup>2</sup> **lighter, more flexible, and more comfortable**.





CARBON BANDS FABRIC

# COMFORTABLE COMPRESSION

Integrated **horizontal carbon bands** lock down at a critical stretch point to provide compression on overextended zones, core stability and power when and where it's needed.

The result is a **lighter form of Intelligent Compression** with the **comfort of a second skin**.

A swimmer is shown from the chest up, swimming in a pool. They are wearing a blue Arena swimsuit with the brand name 'arena' in yellow on the chest. They are also wearing a white swim cap and goggles. The water is blue and there are green lane lines visible in the background.

INTERNAL LINING

NEW

# REDESIGNED GREATER

# FOR FREEDOM

The **internal lining** of the Carbon-Air<sup>2</sup> consists of **3 separate panels to give greater freedom of movement.**

**In woman's suits**, this results in **less compression across the chest**, which liberates breathing and allows the swimmer to move more freely.

For **jammers**, it **reduces pressure on the hips** and improves flexibility around the hip flexors. With less internal lining, both women's and men's suits are lighter and absorb less water, thus reducing drag and improving glide.





NEW

ONE PIECE CONSTRUCTION

# SECOND SKIN EFFECT

Made from just **one piece of fabric**, the Powerskin Carbon-Air<sup>2</sup> has only one bonded seam at the back, which offers **supreme comfort** and reduces any potential restriction of movement since there are **fewer pressure points on the body**.

In addition, **the absence of multiple seams** means that the suit **absorbs less water**, resulting in **less drag** and an **advanced hydrodynamic** effect that helps the swimmer glide cleanly through the water.

It's also **easier to put on**, and once it's on the body, it feels just like a second skin.

**ONE**  
SINGLE PIECE DESIGN





***POWERSKIN***  
**CARBON AIR<sup>2</sup>**

# WOMAN

001128 / Powerskin Carbon-Air<sup>2</sup> Full Body Short Leg (Open)



853  
Electric blue  
Dark grey  
Fuo yellow



235  
Psycho lime  
Orange



553  
Black-Black  
Gold



001129 / Powerskin Carbon-Air<sup>2</sup> Full Body Short Leg (Closed)



853  
Electric blue  
Dark grey  
Fuo yellow



235  
Psycho lime  
Orange



553  
Black-Black  
Gold



# MAN

001130 / Powerskin Carbon-Air<sup>2</sup> Jammer



853  
Electric blue  
Dark grey  
Fuo yellow



235  
Psycho lime  
Orange









553  
Black-Black  
Gold





***POWERSKIN***  
**CARBON AIR<sup>2</sup>**

# MARKETING PLAN

		< 2018	2019 >						
			 						
		DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY
RETAIL <small>ON LINE &amp; OFF LINE</small>									
ARENA E-SHOP									
ARENA STORES / E-TAILERS / SWIMMING SPECIALISTS									
DIGITAL									
TEASING CAMPAIGN									
WEB SITE LANDING PAGE									
SOCIAL MEDIA COMMUNITY									
  									
SOCIAL MEDIA ADV									
AQUATIC EVENTS									
SWIMMERS PRODUCT SEEDING									
PRODUCT ON SALE AT SALES BOOTH									
PR									
PRESS RELEASE									



## RETAIL (ON LINE & OFF LINE)

The Powerskin Carbon AIR<sup>2</sup> will be launched on January 1st in the arena e-shop, and standard distribution of the product will follow by January 20th. In point-of-sales locations, the new product will be highlighted and supported by dedicated POP and marketing tools, and in the online shop a digital kit will be available to support sales.

## DIGITAL

**Teasing Campaign:** Teaser announcement for the online arena community via social media to raise interest and curiosity.

**Website Landing Page:** Special page on our website to introduce the product through emotive images, video and description of features and benefits.

**Social Media Community:** Over the first 4 months we will share images, emotive and technical videos with our community of over 1.000.000 swimmers across Facebook, Instagram, Twitter and YouTube channels.

**Social Media ADV:** Over the first 4 months we will advertise the new product for competitive swimmers with the goal of reaching over 250.000 people. Platforms: Facebook, Instagram.

## AQUATIC EVENTS

During events the Powerskin Carbon Air<sup>2</sup> will have visibility in different ways:

- Athletes competing at the events.
- Sales booths at events will have the product on sale. It will be highlighted through specific POP and marketing tools in order to draw attention to the product on the shelf and push sales.

## PR

Release of a press kit. In addition, through PR partners arena will target specialized magazines and online websites/blogs for competitive swimmers.

# POP TOOLS



**Shelf  
Talker**

35x50h cm



**Roll-Up**

85x200 cm



**Mannequin  
Side Panel**

20x110h cm



**Customized  
Window  
Sticker**





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ARENAWATERINSTINCT.COM

