

Xtep's Victory: The 160X 6.0 Pro Running Shoes Nab Platinum at the A' Design Award 2025

XIAMEN, FUJIAN, CHINA, July 5, 2025 /EINPresswire.com/ -- In the super competitive world of athletic shoes, where design and innovation collide to shape performance, [Xtep International Holdings Limited](#) just snagged a big honor. Their 160X 6.0 Pro running shoes got the prestigious Platinum A' Design Award in the Footwear, Shoes and Boots Design Category for 2024-2025. This award really highlights their fresh approach to marathon footwear. It's a huge deal, not just for boosting Xtep's global reputation but also for setting a new standard in professional running shoe tech and style.

A' Design Award Platinum: Celebrating Design Brilliance and the 160X 6.0 Pro The A' Design Award and Competition is one of the biggest and most respected awards out there, shining a light on excellence across various

creative fields. Scoring a Platinum A' Design Award is seriously prestigious, given only to truly outstanding, elegant, and fabulous designs that genuinely improve the world with their valuable qualities. It's like a stamp of international quality, given by a panel of design gurus, educators, and media pros—talk about a unique spotlight! For Xtep, this isn't just a pat on the back; it's a big thumbs-up for all their hard work in research and development and their design vision on a global stage.

The [Xtep 160X 6.0 Pro running shoes](#) are a real standout that showcases top-notch performance-oriented design. Weighing in at just 171 grams, they really redefine what lightweight marathon footwear can be. They help runners feel light on their feet, and that's all thanks to some smart



Xtep's global reputation - A' Design Award



Xtep Champion Series Running Shoes Family

material innovations that are central to their design.

But it's not just about being light! The 160X 6.0 Pro is packed with advanced features aimed at boosting efficiency and pushing you forward:

- **Revolutionary T700 Carbon Plate:** This isn't just any plate; it meets strict aerospace standards and gives back energy, propelling runners forward with every stride.
- **Optimized Geometry:** The split toe design and raised arch are carefully crafted to enhance foot movement and offer amazing support.
- **Groundbreaking Xtep Ace Midsole Technology:** This cutting-edge midsole tech amps up both propulsion and cushioning, really helping marathoners to push their limits and hit their peak performance.

All these elements come together in the 160X 6.0 Pro to create a great mix of comfort, responsiveness, and speed. It's a shoe that not only supports runners but truly enhances their abilities, making it a favorite choice for elite athletes and passionate amateurs, too. Scoring the Platinum A' Design Award clearly shows that Xtep's never-ending pursuit of innovation has led to a product that's not just functional but also a stunning piece of design.

Xtep International Holdings Limited: A Multi-Brand Powerhouse in a Dynamic Industry
Founded back in 1987 and with its main Xtep brand kicking off in 2001, Xtep International Holdings Limited has grown into a top multi-brand sporting goods powerhouse. In 2019, they made a bold move by launching their Internationalization strategy, snapping up well-known global brands like Saucony, Merrell, K-Swiss, and Palladium. This pivotal step turned Xtep into a diverse international group that meets lots of different customer needs across sports and lifestyle.

****Core Advantages and Strategic Pillars****

Xtep's journey and ongoing success are built on some pretty solid core advantages:

- **Leading the Way in Running:** Xtep's carved out a spot as a leader in the professional running scene in China. Their involvement in the running community, massive sponsorship of marathon events (think 44 marathons across China in 2024), and the development of cutting-edge running shoe tech like the award-winning [160X series](#) have created a one-of-a-kind ecosystem around the sport.
- **Diverse Brand Portfolio:** By acquiring international brands, they've massively expanded their market reach. Saucony brings high-performance running know-how; Merrell is the go-to for outdoor and hiking gear; K-Swiss has a history in tennis and lifestyle shoes; and Palladium offers stylish, rugged boots. This multi-brand strategy helps Xtep tap into various consumer groups and market trends, catering to everyone from elite athletes to casual wearers.
- **Strong R&D and Innovation:** As shown by that shiny A' Design Award, Xtep really invests in

research and development. They're all about pushing the envelope in material science, biomechanics, and design, ensuring they stay ahead in sports tech and deliver products that genuinely enhance athletic performance and the consumer experience.

- **Extensive Distribution Network:** With over 8,100 stores worldwide, Xtep has built a huge and effective distribution network. This extensive retail presence means their products are accessible to a broad range of customers, allowing for strong market penetration.
- **Consumer-Centric Focus:** Xtep really tunes into what consumers want. Their shift from a mass sportswear brand to a serious running brand, along with initiatives like the Xtep Runner Club and complete service systems (like foot shape analysis and training guidance), showcases their dedication to creating a well-rounded sports experience for customers.
- **Dedication to Sustainability:** They're making strides towards sustainability too, reflecting a growing trend in the industry. This includes using plant-based fibers, natural dyes, and recycled materials in their products, which aligns with the global shift towards environmentally conscious practices and grabs the attention of eco-aware shoppers.

****Main Product Application Scenarios****

Thanks to their diverse portfolio, Xtep's products cover a wide range of activities and lifestyles:

- **Running for All:** The core Xtep brand, especially the 160X series, is designed for marathon runners, professional athletes, and dedicated amateurs. It's all about optimizing performance for those who hit the road competitively.
- **Outdoor Adventures:** Merrell's gear is great for hiking, trail running, and general outdoor fun—perfect for anyone who loves to explore nature.
- **Athleisure and Everyday Wear:** K-Swiss and Palladium provide stylish and comfy options for day-to-day wear, making them ideal for urban adventures and the athleisure trend.
- **Casual Fitness and Sports:** The broader Xtep brand also has a lineup of athletic shoes, apparel, and accessories for daily workouts and casual sports activities, appealing to your everyday fitness fans.
- **Kids' Activities:** With Xtep Kids, they're also catering to the little ones, offering shoes and apparel designed for their active lifestyles.

****Key Customer Cases and Market Impact****

Xtep's market presence shines through its impressive achievements and customer endorsements:

- **Leading in Chinese Marathons:** According to Frost & Sullivan, Xtep ranked as the 'Global Leading Brand in Sales Volume of Running Shoes in 2024' and was the 'Top-Ranked Running Shoe Brand by Wearing Rate in China's Marathons in 2024.' Clearly, runners in China are showing a strong preference for Xtep.
- **Elite Athletes' Success:** The 160X series has been part of many athletic victories. For example, Chinese athlete He Jie broke the national marathon record at the 2024 Wuxi Marathon wearing the Xtep 160X shoes. Plus, 83 Chinese athletes have bagged nearly 370 championships in major running events while sporting the 160X series—proof of its performance credentials.

- **Global Recognition:** Winning the Platinum A' Design Award for the 160X 6.0 Pro is a huge testament to their credibility, signifying approval from an international panel of design experts.
- **Logistics Excellence:** To ensure they fulfill customer orders promptly, Xtep teamed up with Geek+ to optimize logistics with smart warehouse solutions. This partnership tripled their picking efficiency and quintupled storage density, making for quicker order processing and delivery.

Industry Outlook: A Bright Future Ahead

The global sporting goods scene, especially the running shoe sector, is on a growth trajectory, projected to grow at a 5.1% CAGR between 2025 and 2034, hitting USD 30.5 billion by 2034. A few key trends are shaping this positive outlook:

- **Growing Health Awareness:** A surge in health consciousness and people joining the running craze, whether for marathons or just for fun, is driving demand for performance-oriented footwear.
- **Tech Innovations:** Ongoing improvements in materials (like carbon plates and advanced foams), the integration of smart features (think wearables), and personalized fit technologies are boosting market growth.
- **Eco-Friendliness:** Consumers are more mindful about choosing eco-conscious products, prompting brands to embrace recycled materials and sustainable practices.
- **Fashion Meets Function:** The lines are blurring between sportswear and everyday style, leading to increased demand for versatile and comfy sports products.
- **Digital Shift:** Online sales, social media, and brand websites are becoming hugely important for marketing, sales, and creating a sense of community, especially with the tech-savvy crowd.
- **Niche Growth:** There's growing interest in trail running, hiking, and outdoor activities, creating fresh market segments for specialized gear.

With their award-winning products, diverse brand strategy, and dedication to innovation and sustainability, Xtep International is perfectly poised to ride this wave of opportunity. That Platinum A' Design Award isn't just a nod to what they've achieved; it's a clear sign of their innovative spirit and a promising future in the world of sporting goods.

Want to learn more about Xtep International Holdings Limited and their innovative offerings? Check out their official site: <https://www.globalxtep.com/>

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