

## POWERFUL TRANSFORMATIONS: THE FALL 2015 NIKE WOMEN'S COLLECTION

Nike Women's footwear and apparel move seamlessly with the athlete, whatever activity she chooses and wherever she is inspired to go.

Fall is a time for transformations. As the weather gets colder and the leaves curl and crisp, we are ready to let go of lazy summer days and move forward toward new goals and fresh starts. It's time to take a deep breath of cool air and begin something new.

The Fall 2015 Nike Women's collection was created to reflect the powerful transformation that comes with fall. Each piece in the collection is engineered to take women from one activity to another, from warm-up to workout, from inside to outdoors – all while maximizing performance, style, and comfort.

From footwear to apparel, the collection is engineered for the body in motion: each shoe, tank, bra, jacket, and tight is created specifically for the female body and her sport lifestyle. The collection encourages the athlete to put on and peel off layers as needed, to create looks that show her personality, and to see how much farther and faster she can go when wearing gear that moves with her and that keeps her comfortable, dry and ready for anything.

### RUNNING

The transition from summer to fall often brings unpredictable weather changes for running outside. The Nike Women's running Fall 2015 offerings include an array of lightweight, breathable upper layers for this transition from warm to chilly weather; creative prints on tights designed for running; and shoes that are all about speed whether she's running [her first or fastest mile](#).

Starting on top, the updated, light but warm Nike Element Hoodie with Dri-FIT fabric is ideal for running on cooler days and during warm-ups. Layered with the Dri-FIT Knit Contrast Top or the new short-sleeved Dri-FIT Contour top, these moisture-wicking performance pieces work together or separately to help keep you comfortable for the duration no matter what the changing conditions bring.

On the bottom, the full-length Nike Epic Lux Tight and Printed Engineered Tight give runners a chance to stand out with eccentric prints, and have fun while enjoying the benefits and tradition of premium, high-performance Nike Women's tights. Both styles offer wicking Dri-FIT fabrication, smooth seam construction and pockets to store essentials such as keys, a credit card or a phone.

Nike [Zoom Air cushioning technology](#) stars in the [fall footwear collection](#), designed to help athletes feel their fastest. The [Nike Air Zoom Elite 8](#) is low, sleek, light and fast – inspired by athletes who train for years to push their personal bests lower by just fractions of a second. It features snappy forefoot Nike Zoom Air and a breathable, light upper, and is available now. The Nike Air Zoom Odyssey is a new and fresh silhouette this year, providing the ultimate in comfort for even the longest runs. This new style will be available August 4 at [nike.com](#)

## **WOMEN'S TRAINING**

As the weather turns, workouts might go from indoors to outdoors and back again. The FA15 Women's Training offering is designed to fit an athlete's changing needs, whether she is using a park bench to do triceps dips or starting a boot camp at the local gym.

The Nike Therma-Sphere Max Training Vest is built for warm-ups and cool-downs, inside or out. The vest provides lasting warmth without sacrificing breathability via lightweight Therma-Sphere fabric that traps warm air close to the body in raised nodes. A close fit and full-front asymmetrical zipper keep distractions to a minimum while a durable, water-repellant finish protects against the elements. The vest will be available beginning September 1.

The Dri-FIT Knit Top and Dri-FIT Knit Loose Tank are two other standout pieces in the fall collection. The knit top features a new, shorter silhouette and scoop neck along with two types of mesh for highly effective venting and breathability. The tank has a looser back for more movement and more flow, offered in six strong, bright colors.

The fall collection also showcases Nike Women's continuing obsession with bright prints – including using base layers like bras and tights as a moving canvas on the body. This brings playful animal prints and high-contrast graphics to key, foundational pieces like our Nike Pro Bras and Nike Legendary Tights, making it easy for women to express themselves and get motivated before or during a workout.

The Nike Free Cross Compete is a new training shoe that showcases stability, flexibility, and traction without losing range of motion or natural movement. Perfect for high-intensity training and weightlifting, the Nike Free Cross Compete offers the grip, cushion, and plain old strength that serious trainers are looking for in a shoe. A traction pattern on the sole offers grip during quick movements while hexagonal flex grooves let your foot flex naturally. The mesh upper keeps the shoe light and lends breathability and support.

The Nike Flyknit Zoom Agility offers quickness, support, and security in a lightweight training shoe. Five independent Zoom Air pockets cushion the feet as they run, jump, lunge, and pivot through fast movements and high-intensity workouts. At the same time, the one-piece Flyknit upper provides breathable, strong support while Flywire cables secure the foot through quick movements and direction changes.

When slowing down with yoga or a Pilates session, the Nike Studio Collection features elevated, highly-styled statement pieces that move with the athlete as she stretches, bends and poses. The Nike Dual Sculpture Long Sleeve Top and Nike Dual Sculpture Tight feature transparent mesh panels and design lines, emphasizing the architecture of the body and allowing you to look and feel your best throughout your workout. Layer with a Nike Studio Wrap before or after your session.

## **SPORTSWEAR**

An active lifestyle doesn't begin and end in the gym or on the field of competition. A lifestyle isn't defined by any activity; instead it is an amalgamation of attitudes, habits, and beliefs that define the choices we make. With that in mind, Nike Women designers have placed an equal emphasis on product for performance and everyday to keep transitions between the two seamless.

This season's Nike Tech Fleece Collection uses Nike's classic lightweight and breathable Tech Fleece fabric as a canvas for creating bold, playful, and fresh everyday essentials. The collection includes the striking Nike Tech Fleece Vest, which plays with exaggerated proportions to create weather protective layering pieces that focus on comfort, warmth, and range of motion. Rich colors and thoughtful details such as an oversized hood make this piece both noticeable and functional for the post-summer season.

On the footwear side of things, the Air Max 95 is celebrating its 20<sup>th</sup> anniversary. Representing the intersection of sport and style, this sneaker's unique, functional, human anatomy inspired design – complete with heel and forefoot air – set the aesthetic for self-expression in the mid '90s. Two decades after the introduction, the sneaker created by Sergio Lozano has been remolded into a lighter and more flexible package. The product of that update, the Air Max 95 Ultra, with its carved out, one-piece midsole/outsole and a slim, breathable no-sew upper successfully brings one of Nike's icons into the future.

Products from the Fall 2015 Nike Women's collection are available this month in select Nike retailers and on [nike.com](http://nike.com).