

# FALKE

## ERGONOMIC SPORT SYSTEM

### PUBLIC RELATIONS

FALKE Ergonomic Sport System Spring/Summer 2020

#### **FALKE Biking**

Modern cycling puts strain on the body of a biker. The right shoes, perfectly fitting clothes and matching socks, can provide the body with important protection in addition to the helmet.

The feet require special protection as they are strained by the pedal movement in the fixed cycling shoe. Thanks to their mesh knit structure, the new FALKE Impulse socks provide targeted impulses at the ball of the foot. This creates a massage effect that continuously stimulates receptors and sensors to prevent numb feet and stimulate the arch of the foot. The proven FALKE fit with right and left toe box for a wrinkle-free fit and the instep rubber that prevents slipping ensure fun cycling and healthy feet. In addition, the open structure and a material mix of polyamide and elastane ensure an optimal foot moisture management, as heat is dissipated and the foot can be kept as dry as possible. The socks also convince through their design which is characterised by a combination of black and white with luminous accents.

**FALKE BC Impulse Peloton:** Inspired by the colourful shirts of the cyclists from a bird's eye view, the new biking socks are adorned with coloured lines symbolizing the cyclists in their team jerseys. The FALKE logo makes for an additional eye-catcher.

**FALKE BC Impulse Dots:** The dot fashion trend is also taken up in cycling. FALKE Impulse Dot socks are designed with large coloured dots to match.

**FALKE Impulse Stripe:** Classic patterns from business clothing are also an exciting topic in sportswear. A translucent, subtle stripe effect with a striking logo lends the highly functional socks a modern look.

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**FALKE BC6 Long:** With its ultra-light padding and minimal weight, the socks are perfect for the road cyclist. Fast moisture transport and optimum fit guarantee good comfort and stress-free riding. The long version also protects the calf and shin.

### **FALKE Underwear**

In addition to the socks, sportswear offers protection against different weather conditions when cycling and ensures balanced moisture management. During ascents and high strain levels, the body temperature rises. For cooling, the body produces sweat. The underwear lines "FALKE Cool" and "FALKE Warm" ensure effective cooling thanks to their material composition and fit. The tight-fitting and seamless underwear ensures high wearing comfort and allows for absorption of sweat directly from the skin. Adapted climate zones support the cooling effect.

The FALKE arm protectors, which have a heat-insulating effect and protect the skin from strong sunlight (LPF 50) are the perfect accessories for cyclists. They are roundly knitted for optimum fit, seamless and elastic. A reflective print and climate channels for quick re-drying are further benefits.