



Medium: Sportswear International Yearbook 2009

Erscheinungsdatum: Januar 2010

Land: Weltweit

Druckauflage: 20.000

Thema: Top drei Innovationen:  
Technische Sportswear Hersteller  
1. PYUA - hergestellt aus recycelten Materialien von Zulieferern wie Tejin, Primaloft oder Riri



**1. Pyua/made from recycled materials from providers such as Teijin, Primaloft or Riri**

Best Streetstyle:  
Converse  
Premium Sportstyle:  
Deha  
Newcomer of the Year:  
Scapegoat  
Brand of the Year:  
Girbaud Active

**Top Three innovations: technical activewear brands**

1. Pyua/made from recycled materials from providers such as Teijin, Primaloft or Riri
2. Zimtstern/ecofriendly with bluesign standard
3. Kjus/not functional, but fashionable, the fadeout print on skiwear at Kjus

044/who's who 2009/the fashion yearbook by sportswear international/february