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Lucy Activewear Spring 2013: Performance + Color and Energy

Alameda, CA. – December 15, 2012 – lucy® activewear, a fashion-forward performance apparel company for women, is pleased to announce its Spring 2013 line for the on-the-go woman. This season highlights styles in Running, Yoga, Training and Explore, for the woman as serious about her style and busy schedule as she is about her active life.

Spring 2013 highlights include the essential **Pack N Dash Run Collection**, built for the serious runner and offering a complete lineup of lightweight, moisture-wicking and vibrant, spring-hued tops and singlets as well as classically-shaded, wicking run capris and skirts. Combining both utility and style for performance on the go, the **Pack N Dash Tank** includes small eyelets for marathon bib attachments and, like the tank, the **Pack N Dash Short Sleeve** also features a back draw-stringed pocket with a hook for keys or other small essentials, so runners can focus on their mile time rather than holding on to their keys. The standout **Pack N Dash Jacket**, an update of a windbreaker with all the lightness desirable in a run jacket, showcases both comfort and breathability. And, the jacket is easily stowable in its own pocket with a hidden loop for belt attachment.

For runners in colder temperatures, lucy® also offers the **Race Your Heart Out Collection**, featuring timeless color-blocking with classic blacks and spring pastels and tasteful ruching. The **Race Your Heart Out Tight** dresses up black lycra with stylish mesh insets and hidden back-leg zippers, and the collection's 360 reflective **Long Sleeve** and **Half-Zip** present visibility and comfort, as well as stylish detailing in the Long Sleeve's back-ruching and the Half-Zip's wide neck.

For yogis, lucy introduces a line of bright spring outfits for any level athlete, from the greenest Warrior posers to pilates aficionados. This spring's **Center Me Tank** features top front and back ruching in four different colors in a stylish color-blocked design. And, like the tank, the complementary **Center Me Legging** showcases reflective striping, so that when wearing both pieces, the wearer can examine their form for proper alignment.

For women with a wider variety of active pursuits, lucy's **X-Training**, **Boot Camp Beauty**, and **Perfect Booty** offer supportive slimming and shaping options without compromising color and style. The **Perfect Booty Legging**, a collection highlight, offers the most flattering look and strategically paneled compression for a thigh-slimming fit. The **Boot Camp Beauty Jacket** comes adorned with feminine but practical zippers—full zip front, partial zip cooling and zip pockets—for ultimate breathability to keep the busiest athletes cool. Wear it over the **Boot Camp Beauty Top** with its ruched upper body, interior shelf bra and chic halter style front with 'T' back or bright-striped, racer-backed **Crossback Tank** with an interior shelf bra for a fun, flattering look to go straight from Bar Method or TRX session to running errands across town.

This year's Spring Collection, as always, is designed and built for the real woman—busy, fashion-conscious, yet always practical. Lucy focuses on every minute seam and detail of every line to meet a real woman's needs and fit a real woman's body. An athletic lifestyle is important to both the mind and body, and lucy® activewear makes sure that every woman lives her active life fully engaged.

About lucy

lucy®, designer and retailer of stylish activewear for women, has grown over the past ten years from lucy.com, an online-only retailer, to a national bricks-and-mortar chain operating 58 stores. In August of 2007, VF Corporation, a global leader in lifestyle branded apparel, completed its acquisition of lucy activewear, Inc. As a result, lucy is now a wholly owned subsidiary of VF Corporation.