



ZERO DISTRACTIONS.

2026-01-29

HYPERFLOW. POWERSKIN VELOCE. AIR SONIC.

MAXIMIZE COMFORT. MINIMIZE DISTRACTION. THE NEW ERA OF PERFORMANCE GEAR.

Innovation is in arena's DNA, and today the brand takes another step forward by introducing three products that once again raise the bar in competitive swimming: the new POWERSKIN VELOCE race suit, the HYPERFLOW training line, and the AIR SONIC racing goggles. Three tools created for one purpose, helping athletes reach their full potential in the water with comfort, technology, and uncompromising performance. Performance begins with comfort.

Recent research highlights a clear trend: discomfort is one of the most underestimated performance killers in sport. Evidence shows that clothing can influence thermoregulation, perceived effort, and overall physiological response. Even small variations in fabric properties or fit can significantly impact comfort and focus. Foundational insights confirm that pressure, friction, or sensory disturbances can shift an athlete's attention away from the task.

The message is consistent: swimmers perform their best when race suits, training suits, and goggles stay stable, feel comfortable, and avoid any unnecessary distraction so they can stay fully focused on the water.

POWERSKIN VELOCE - PURE SPEED. MAX COMFORT. ZERO DISTRACTION.

Designed for elite swimmers, **POWERSKIN VELOCE** marks the beginning of a new era in high-performance racing suits. Powered by revolutionary Hyperforce™ technology, the world's first tense-elastic fabric patented by arena, Powerskin Veloce is engineered for swimmers who want the perfect balance of compression, lightness, and flexibility. Its lighter, more flexible structure ensures unmatched freedom of movement with every stroke.

Approved by World Aquatics, Powerskin Veloce is easy to put on thanks to its exceptional elasticity. The suit glides smoothly over hips and shoulders, reducing pre-race stress. Once worn, the Hyperforce™ fabric activates, providing high compression while maintaining unprecedented flexibility and freedom of movement.

Unlike Powerskin Primo, which offers maximum compression and is ideal for athletes seeking the most intense muscle support, Powerskin Veloce features a construction that is 50% lighter. It's the perfect choice for swimmers who want speed, superior mobility, and a more refined, dynamic level of compression.

Hyperforce™ technology redefines industry standards. Traditional fabrics need extreme tension to create compression, Hyperforce™ reaches maximum effectiveness at 50% stretch. The result is a suit that delivers strong muscle support without restriction, more freedom of movement, and less fatigue in longer races.

Hyperforce™ TPU yarns are naturally hydrophobic and absorb far less water than standard materials. The suit stays light and maintains high-performance through every race.

Completing the design are FLEXMAX ergonomic straps, created to reduce pressure on the shoulders, improve hydrodynamics, and ensure optimal comfort even in the most intense competitions.

Launched in two colorways—black and violet—Powerskin Veloce delivers a completely renewed racing experience.

Suggested retail prices:

- Kneeskin: €495
- Jammer: €340



WHAT ATHLETES ARE SAYING:

"It's as comfortable as the most flexible suits, but the compression is great too. The best of both worlds for comfort and support."

Summer McIntosh, Olympic Champion & Multiple World Record Holder

"The Veloce was a real surprise for me. It's incredibly soft, light, and comfortable."

Thomas Ceccon, Olympic Champion & World Record Holder - 100m Backstroke

"I really like how the fabric feels—smooth, stretchy, and it seems durable."

Kate Douglass, Olympic Champion & Multi-Time World Champion

"I love how it fits around the torso and shoulders. The fabric gives you a feeling of speed."

Alex Walsh, Olympic Silver Medalist & World Champion - 200m IM

"It's Veloce! It provides more compression but is also more comfortable than other suits."

Marrit Steenbergen, World Champion - 100m Freestyle

HYPERFLOW - PURE STRENGTH. MAX COMFORT. ZERO DISTRACTION.

With **HYPERFLOW**, arena brings its elite competition expertise to a next-generation line of training suits built for durability and comfort. The collection is made for swimmers who see the water as an extension of themselves, bringing resilience, focus, and control to every session. arena has redesigned the structure of its iconic suits, refining every detail to enhance performance.

Made with XLANCE® elastomeric fiber and recycled PET polyester, Hyperflow suits were tested for six months in six countries. They deliver a stable fit, superior durability, and a more sustainable approach. Two women's models (Tech Back and Double Cross Back) and two men's models (Jammer and Brief) are available in black and blue cosmo and imperial blue and purple colorways.

Prices:

- Women's Swimsuit Tech Back: €65
- Women's Swimsuit Double Cross Back: €70
- Brief: €50
- Jammer: €65

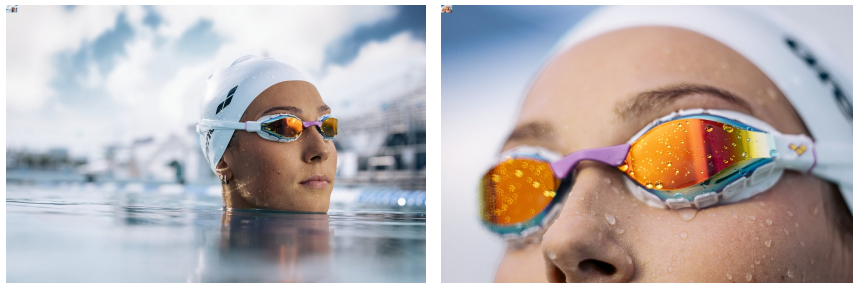


AIR SONIC - PURE FOCUS. MAX COMFORT. ZERO DISTRACTIONS.

The **AIR SONIC** goggles complete arena's new competitive swimming collection. CloudFlex™ technology improves ergonomics, stability, and pressure distribution around the eyes. The adaptive design, inspired by high-performance cushioning systems provides a secure and lightweight fit in every swim. Rigid polycarbonate lenses give clear, distortion-free vision, and the hydrodynamic frame with integrated lenses maximizes glide and reduces drag.

Prices:

- Air Sonic: €35
- Air Sonic Mirror: €40



Three innovations. One philosophy. Performance starts with comfort. These products deliver maximum performance, absolute comfort, and design built for swimmers who pursue constant perfection. Powerskin Veloce, Hyperflow, and Air Sonic will be available at top sporting goods retailers and on arena's e-commerce platform.

ZERO DISTRACTIONS: https://www.arenasport.com/it_it/zero-distractions