

A scenic landscape featuring a paved road with white dashed lines on the left, leading into a lush green field. In the background, a dense line of trees is silhouetted against a clear, light blue sky. The overall atmosphere is bright and serene, suggesting a peaceful outdoor setting.

This season we are taking major steps within our core collections Running/Footwear and Bike. Probably the most innovative collection we have ever built, the Running/Footwear range features state-of-the-art innovations, including the groundbreaking 65:20 concept, that will help position Craft as a world-leading endurance running brand. Furthermore, the Bike category rolls into the season with a new range structure based on rider types and individual needs. A more user-friendly structure combined with high-end innovations will drive this category into the future and beyond. And as always, spring and summer come with several new exciting cuts and colorways across the entire Craft range. Welcome to S/S21!

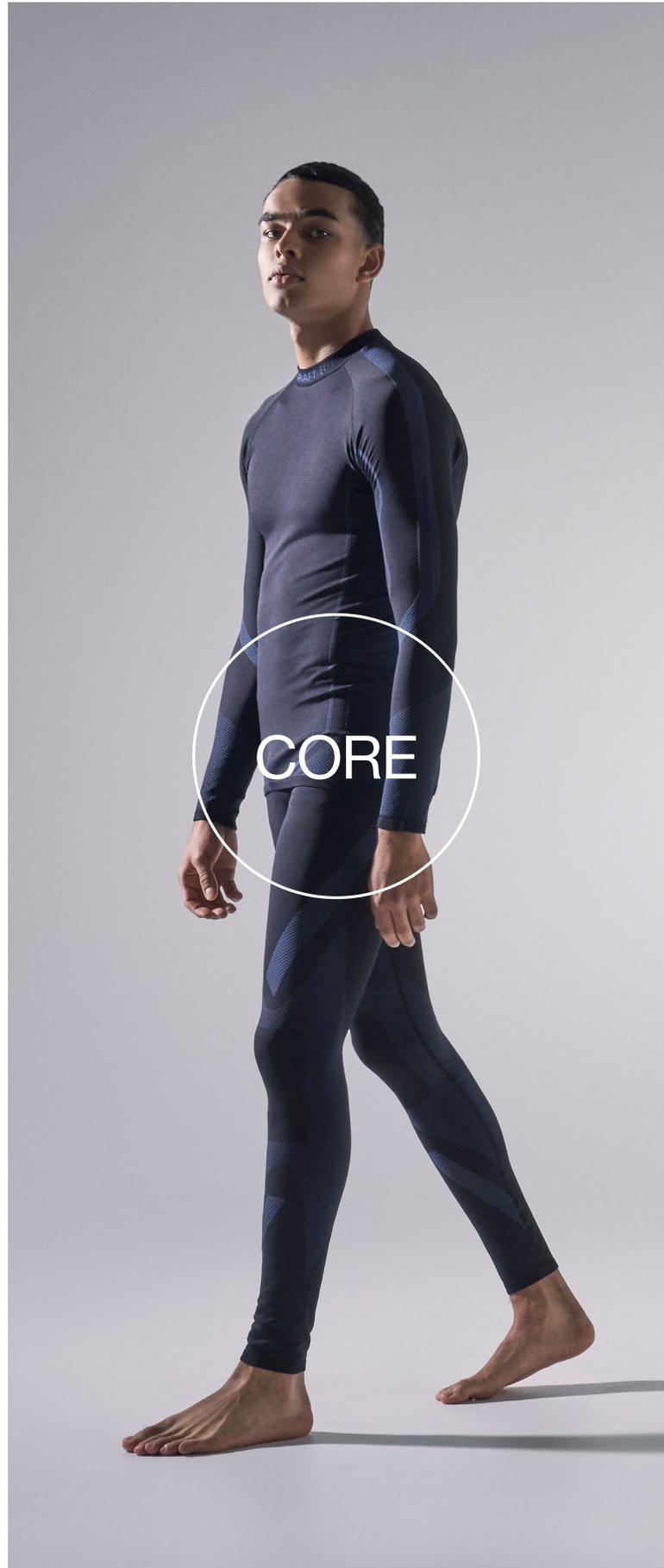
SEGMENTS

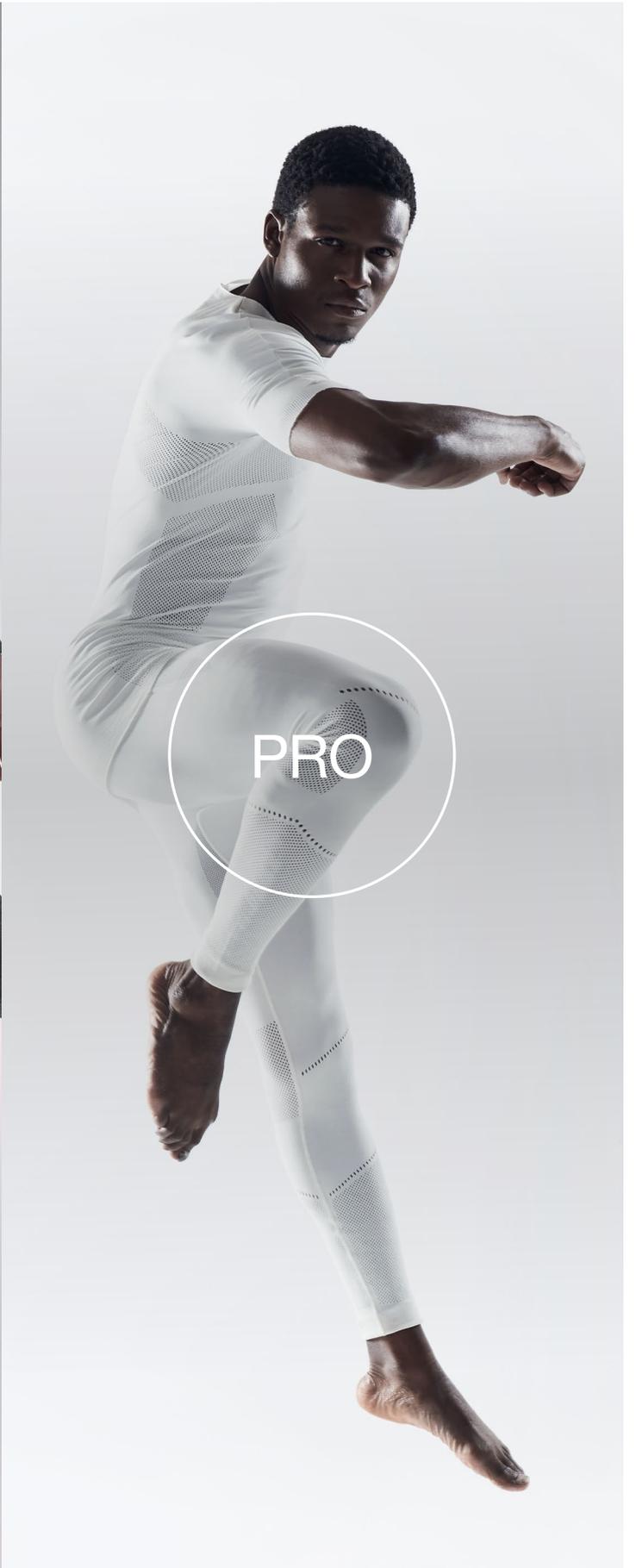
For world champions and everyday heroes.

Core believes everyone's an athlete and provides a high level of functionality that makes it possible for all people to enjoy sports achievements. This is the starting point for our offer.

Advanced combines sport-specific features with exceptional functionality to support enthusiast athletes in their athletic progress.

Pro Featuring a supreme level of functionality and high-tech innovations, Pro targets professional athletes who demand nothing but the best in all aspects of their training and racing.





Concepts

Hypervent

Hypervent is a hyper-lightweight and hyper-breathable pro-grade concept that elevates the performance for demanding athletes. Thin, supersoft and exceptionally lightweight fabrics, including a barely-there mesh, combine with bodymapped taped seams for superior function, ventilation and comfort during both high-speed and long-distance training in hot conditions.

CTM Distance

CTM Distance is a premium running concept that fuses lightweight high-performance fabrics with laser-cut perforation, carefully chosen details and a clean, stealthy design. The result is running wear at the highest level of the sport, targeting discerning athletes who want nothing but the best.



Trainingwear

Trainingwear combines our finest fabrics and latest innovations with a multi-purpose design to offer highly functional and versatile garments. Whether you are working out at the gym, playing tennis or running, these instant favorite items will help you perform optimally – and with style to boot.

Concepts

Charge

Charge is a multi-training concept that makes a bold statement during high-intensity workouts at the gym, in the urban nature and elsewhere. Thrives both indoor and outdoor.

Essence

Essence is your go-to collection of consistent essentials that deliver on a daily basis, season after season. A result of our ambition to take full responsibility for the entire value chain, these items are made of recycled polyester, which is not only eco-friendly but offers great moisture transport and ventilation as well. Each garment combines great fit and function with timeless design, crafted for everyday training.

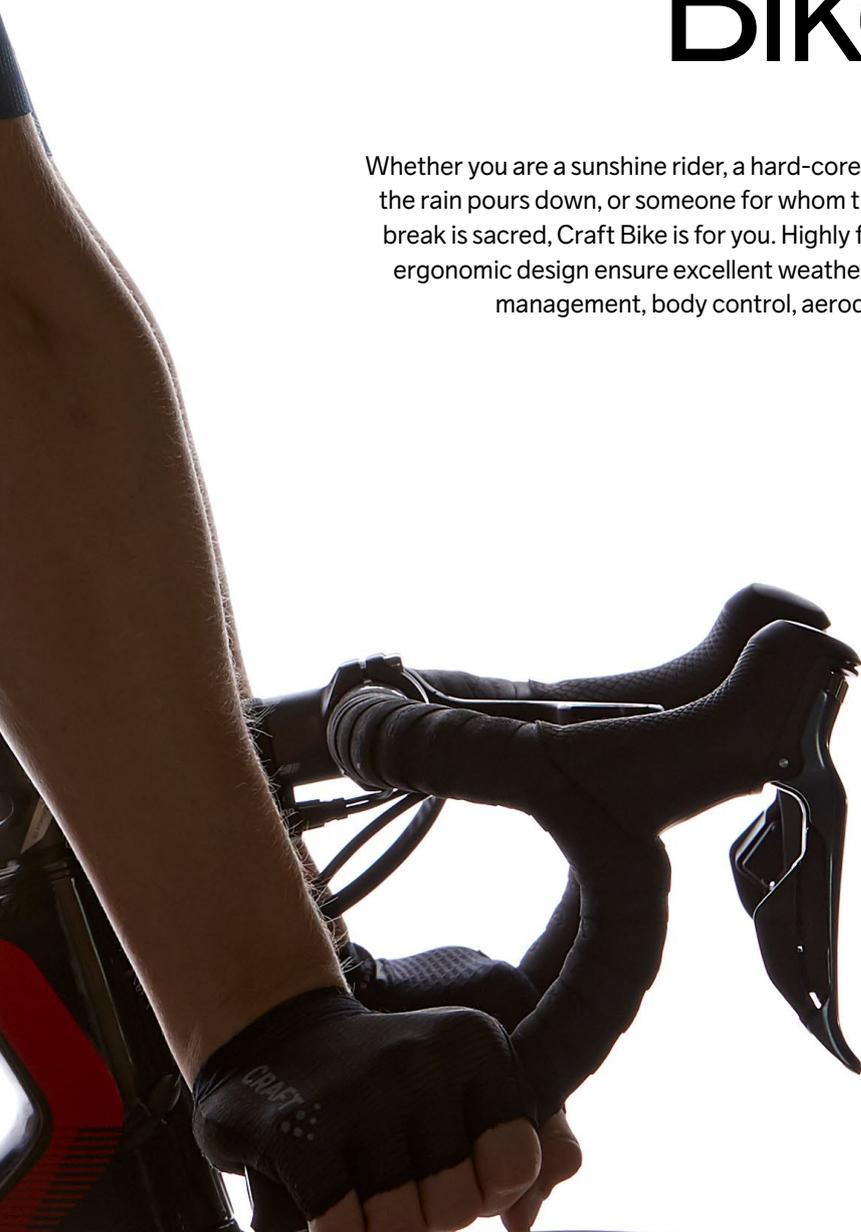
Sence

Sence is a soft and comfortable training concept for all kinds of workouts. The items are made of smooth and functional fabrics with great moisture transport.



Bike

Whether you are a sunshine rider, a hard-core athlete who works out even when the rain pours down, or someone for whom the Sunday ride with the espresso break is sacred, Craft Bike is for you. Highly functional fabrics combined with ergonomic design ensure excellent weather protection, body-temperature management, body control, aerodynamics and comfort.



Concepts

Nano

Nano is a pro-grade bike concept that keeps dedicated riders cool during intense rides on hot summer days. Thin and exceptionally lightweight fabrics, including technically advanced mesh, provide superior ventilation and cooling.

Aero

Aero is a technically advanced bike concept offering superb aerodynamics for maximum speed. Bodymapped fabric panels with different structures provide optimal air flow and minimum drag, optimizing the performance of dedicated riders. In addition, raw-cut endings ensure a streamlined appearance and the right feel.

Endurance

Endurance is an advanced bike concept that spans from entry-level cycling to pro-grade racing. The items are made of soft and stretchy fabric offering excellent moisture transport and comfort during intense rides. This versatile concept carries garments mainly for road cycling but also for endurance mountain bike.

Offroad

Offroad is an advanced gravel and mountain bike concept featuring stretchy and durable fabrics as well as large pockets, bodymapped silicone details and the appropriate fit for both intense and leisurely rides.

Essence

Essence is the sustainable choice that adds another green dimension to cycling. Recycled fabrics, solution dye and a clean, timeless design combine to make every ride an eco-friendlier experience. Mixes and matches perfectly with all your other cycling items.

Rise

Offering great comfort, good quality and easy-to-like design, Rise is crafted for active people who ride their bike for the fun of it all. Soft and functional fabrics ensure a smooth and comfortable workout.

Chapatte's Law

Chapatte's Law is an advanced bike concept designed together with the Handmade Cyclist that celebrates the French rider Robert Chapatte's "law", which states that a breakaway requires at least a 1-minute lead for each remaining 10 kilometers to succeed. The items are made of soft and stretchy fabric offering excellent moisture transport and comfort during intense rides. This wide concept spans from entry-level cycling to professional performance.

D.I.Y. Gravel

D.I.Y. Gravel encourages gravel and mountain bike riders to just get out there and explore the genuine essentials of nature. Designed in collaboration with the Handmade Cyclist, this advanced concept features stretchy and durable fabrics as well as bodymapped silicone details and the appropriate fit for both intense and leisurely rides. The range also includes off-bike items such as a hood jacket.

Infinity C1 pad.

The patented Foam Cutting Technology (F.C.T.) is our latest laser-cutting technology. Traditional construction would create a stiff step between the two different areas but by using the F.C.T. we can remove unnecessary material in specific areas in order to obtain optimal performance and comfort at the same time.

In order to create a perfect anatomical shape, the side wings and front cup come with a bended design. The front cup also has a debossed area that increases the space for the genitals, decreasing blood pressure and the sense of fatigue.

The new C1 design allow us to work on two separate parts of foams that are cut and shaved independently. This procedure reduces the waste of shaved foam with approximately 25-30%.

C1 is available in three sizes – XS/S, M/L, XL/XXL – with different densities in order to satisfy any rider's unique demands and needs. The main dimension of the pad is the same for all sizes but the construction foams have three different densities (pressure energy).

DENSITY:
80/100/120 kg (depending on size)

THICKNESS
SEAT AND FRONT: 14 mm
CENTRAL: 8 mm
OUTER: 4 mm



WOMEN

MEN

Infinity C2 pad.

INFINITY C2 comprises three layers, including a second and third layer made of medium-density and high-density foams. Together these two layers create a perfect combination that cushions and absorbs energy and then dissipate it like an anti-shock system. In addition, the layer closest to the skin is made of Italian top-quality polyester fabric that offers great 4-way stretch and excellent moisture transport. The fabric's 4-way elasticity allows the pad to follow the pedaling, moving body.

In order to create a perfect anatomical shape, the side wings and front cup come with a bended design. The front cup also has a debossed area that increases the space for the genitals, decreasing blood pressure and the sense of fatigue.

The new C2 design allow us to work on two separate parts of foams that are cut and shaved independently. This procedure reduces the waste of shaved foam with approximately 25-30%.

DENSITY:
60-80 KG

THICKNESS:
SEAT AND FRONT: 12 mm
CENTRAL: 8-10 mm
SIDE: 3 mm



WOMEN

MEN

Infinity C3 pad

The pad is made of recycled polyamide that offers all the comfort and features that comes with traditional high-quality polyamide. The yarn originates from flakes obtained by industrial waste that are fused into chips and then becomes fibers and finally yarns. The result is a high-performing material with a green attitude. In order to enhance breathability, the pad's first layer has a perforated design.

The pad's high-quality foam is laser cut to ensure optimal comfort, support and leg movement. Furthermore, the laser-cut technology also allows the pad's layers to be firmly attached to each other without losing flexibility.

The C3 now has a 3-dimensional shape with bended side wings to provide enhanced comfort during pedaling. The dimension is slightly bigger than the previous versions, offering larger contact area with the body. In addition, the new foam now has a higher density – 85 kg/m³ – to ensure exceptional comfort during longer rides.

DENSITY:
80 KG

THICKNESS
SEAT AND FRONT: 12 mm
SIDE: 3 mm



WOMEN

MEN

Infinity C4 pad

Oeko-Tex® 100

The pad is made of Oeko-Tex® 100 fabrics and foams of the highest quality ensure durability and efficient moisture transport while perforated holes provide enhanced ventilation. Thanks to its well-designed sitting area, 4-way stretch, INFINITY C4 makes your ride a smooth experience.

INFINITY C4 pad features ergonomic shape and gender-specific design that offers excellent comfort for both the male and female anatomy. A 3-layer compound with high-density foam at the center and soft foam at the edges, the pad provides great support during any kind of ride.

DENSITY:
35-80 KG

THICKNESS
SEAT AND FRONT: 12 mm
SIDE: 3 mm



WOMEN

MEN

Infinity C5 pad

INFINITY C5 is a soft, lightweight pad with 4-way stretch and minimal construction that offers good protection and great freedom of movement. Made of microfiber fabric and perforated foam that provide high breathability and quick drying, the pad is a perfect choice for high-intensity activities. Very soft surface fabric ensures a smooth touch while gender-specific design offers optimal comfort for both the male and female anatomy.

DENSITY:
80 KG

THICKNESS:
5mm



WOMEN

MEN

Infinity C6 pad

INFINITY C6 is a lightweight pad that is used in underwear to offer a comfortable experience for commute riders. Made of Oeko-tex®-certified fabrics and foams of the highest quality and featuring multi-density layers and 4-way elasticity, the pad provides the right support for all body movements.

The pad's innovative and durable micro-polyamide fabric offers an extremely soft and silky touch. In addition, the unique fabric provides high shape retention, comfortable support and great moisture transport. Seamless, laser-cut and gender-specific design ensures optimal comfort for both the male and female anatomy.

DENSITY:
60 KG

THICKNESS
SEAT AND FRONT: 8 mm
CENTRAL CHANNEL: 6 mm
SIDE: 3 mm



WOMEN

MEN

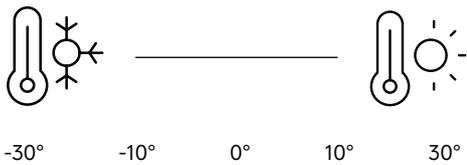
Baselayer

Craft is a pioneer in performance baselayer and offers functional garments that provide excellent body-temperature management during exercise in any condition.

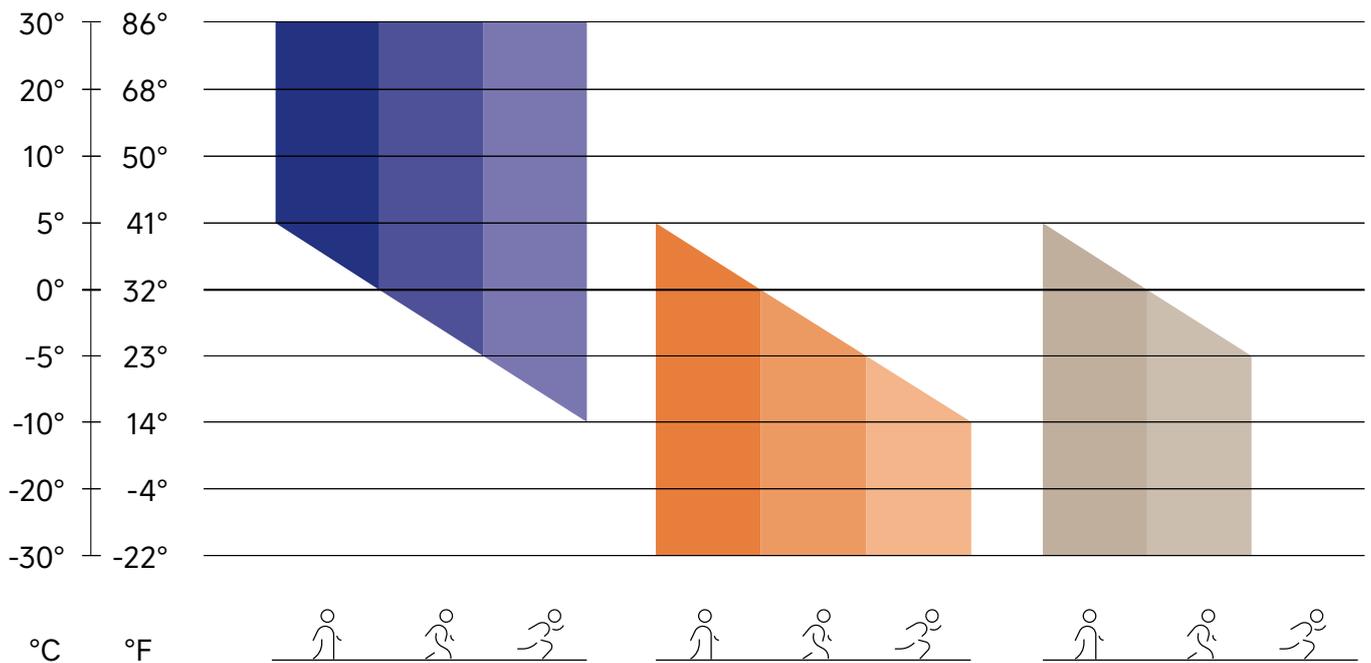
The fabric structures and knitting techniques interact to efficiently transport moisture away from the skin and distribute it on the outside, where it evaporates or is passed on to next layer for optimal performance and comfort.

Craft Temperature Control System

In what temperature will you exercise?



At which activity level will you exercise?





Dry is our super-efficient baselayers made from synthetic fibers that help you stay dry during intense workouts in warmer temperatures. Contrary to popular belief, a baselayer is always a good idea, even if the thermometer is showing red.



This is what you want if you plan on working out when it's cold. These baselayers are made of the best of best when it comes to synthetic fibers, keeping you both warm and dry, no matter if you're going for a new PB or just talking a walk in the park.



Wool. You either love it or hate it. This baselayer collection is based on natural fibers and keeps you warm in really cold conditions, even when wet. The garments are super versatile and work just as well for high-intensity training, especially since the material has odor-resistant qualities!



Developed together and for the worlds elite athletes. This is the best baselayers we have to offer.



Icons

Some products really stands the test of time. And through the years they have become true classics that you will always find in our range.

Concepts

Active Extreme X

Active Extreme X is a revived version of a baselayer icon and is the perfect choice for most kinds of high-intensity workouts. The items are made of lightweight SeaQual polyester yarns produced from recycled plastic waste from the ocean and come with a waffle-knitted design for excellent moisture transport and body-temperature management. A proven favorite amongst our elite athletes.

Essential

Essential includes lightweight and breathable underwear with great moisture transport that provide excellent comfort during everyday workouts.

Fuskenit Light

Fuseknit Light is a lightweight, eco-minded baselayer concept that provides excellent cooling, ventilation and moisture transport during intense physical activities. Recycled polyester and timeless design decrease the environmental footprint, while the innovative Fuseknit technology combines seamless knitting with strategic seams to create a soft and supple construction.

Fuseknit Comfort

Fuseknit Comfort replaces the highly successful Active Comfort, featuring soft materials and a seamless construction that provide great comfort during most kinds of physical activities. The garments are made of a fine fabric that consists of recycled polyester certified according to Oeko-Tex®.

Greatness

Greatness is cooling underwear designed to help you push on through even when the heat is on. Soft and functional fabrics offer the highest levels of comfort and breathability, keeping you cool and dry in warm conditions. Put them on and activate your inner greatness. 100% cooling, functional polyester.

Nanoweight

Nanoweight is a very lightweight baselayer concept with an innovative mesh construction that provides superior ventilation and cooling. The superlight mesh fabric has a structured surface that allows air-channels to form between the skin and the garment, enhancing ventilation even more. Thin recycled polyester and taped details ensure light and eco-friendly products.

Sportswear

Attitude runs high in the urban District. Here, the casual intersects with the bold, generating stylish garments that move smoothly with the beat of the street. Items that combine exceptional comfort with a laid-back yet compelling identity.



Concepts

Devote

Devote is a soft concept with stylish apparel that boosts your appearance to and from the gym, during warm-ups and when unwinding at home. Loose, oversized fit for a relaxed presence.

Craft

This concept makes a perfect basis for the sportswear segment, offering traditional logo hoodies made of a soft and comfortable polyester-and-cotton blend for everyday activities.

Soul

Soul is a casual collection of smooth sportswear made of a soft polyester-and-cotton blend. These contemporary and toned-down items make a great choice for relaxed moments, when going to and from the gym as well as for most other everyday activities.

Accessories

In sports as in life, success is built on details. Small things, like comfortable socks, pre-shaped gloves, a warm hat, an ergonomic hydrate belt or weather-protective shoe covers, could make all the difference. Made of functional fabrics, these accessories elevate your sports experience and perfect your performance.



Young Athletes

Celebrating all things sports, Young Athletes includes a comprehensive range of sportswear for our youngest friends, clothes that combine function, comfort and freedom of movement with fun, friendship and room to grow.

Concepts

Craft

This concept makes a perfect basis for the sportswear segment, offering traditional logo hoodies made of a soft and comfortable polyester-and-cotton blend for everyday activities.



Footwear

Craft shoes focuses on the running experience, offering exceptional grip, anatomic shape and great energy return. Combined with an understated design, this is advanced simplicity for urban and rural terrain. For long and short distances. And for people who love to run.



Concepts

65:20

Built for speed and durability, the Ultra concept includes ultra-lightweight and ultra-fast running shoes that are capable on varying surfaces. The platform provides a perfect balance between stack height, drop and foot angle to enable runners to keep form as effortlessly as possible, which is essential when you want to run fast during a sustained period of time. In addition, the chassis offers massive energy kick through the stride and delivers enduring performance at distance. Developed in close collaboration with Tommy Rivs.

Nordic

Nordic is an all-terrain running concept that provides protection and durability for rough off-road surfaces. Offering water resistance, durable protection, great cushioning and reliable traction, these running shoes are developed with all aspects of the Nordic elements in mind.

OCR

OCR running shoes feature a perfect combination of all-terrain traction, lightweight flexibility and engineered support to conquer the most demanding obstacles courses in the world. This concept is also perfect for trail running in rough conditions.

VRUN

VRUN features anatomical toe shape, flexibility in the right areas and high energy return to deliver great performance in any condition every day of the week. In addition, a high-performing Vibram Megagrip rubber outsole offers superior grip on both wet and dry surfaces and ensures that all the power in your stride is transformed into a forward movement. The result is faster, safer and more efficient running.

X-Series

X-series includes multipurpose running shoes built on a last design that truly follows the natural contours of the foot. In addition, innovative X cables run under the midfoot and behind the heel to secure and stabilize the foot with the least amount of structure possible – offering a perfect balance between support and flexibility for a natural stride. The concept also features the innovative Fuseknit technology, which combines seamless knitting with strategic seams to create a soft and supple construction. Add great shock-absorption and explosive toe-off and brace yourself for an extraordinary multipurpose ride.