



POWERSKIN

FIRST IS BETTER THAN FAST.

arenasport.com

POWERSKIN PRIMO: The first race suit with Hyperforce™ fabric.



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WHEN A PRODUCT MARKS THE BEGINNING OF A NEW ERA, IT'S RIGHT TO CALL IT BY THE NAME IT DESERVES. INTRODUCING **POWERSKIN PRIMO**, THE WORLD'S FIRST TENSOELASTIC RACING SUIT. TRANSLATING LITERALLY AS "FIRST" IN ITALIAN, THE PRIMO IS NOT JUST A RACING SUIT. IT'S SOMETHING MORE, **THE FIRST OF ITS KIND.**

**"I USUALLY WEAR
THE CORE FX
AND THE CARBON GLIDE,
BUT THIS SUIT
IS THE BEST
OF BOTH WORLDS."**

GRETCHEN WALSH,
WORLD CHAMPION
IN THE 4X100 MEDLEY RELAY



Leading in innovation and technical development for over 50 years, every suit created by arena is the result of deep and meticulous scientific research, with a team of experts and active collaboration with a wide network of elite athletes. However, this time, arena has gone above and beyond, multiplying these efforts with the primary goal of creating the perfect elite technical racing suit. The first of its kind, POWERSKIN Primo has been designed with athletes, for athletes.

Italian craftsmanship and German engineering, that have characterized arena as a brand for over 50 years, now meet the most advanced textile technology and innovation culminating in a product that aims to redefine the industry. After four intense years of development, eighteen months of testing, eighty-nine different prototypes, and with the support of almost four hundred collegiate swimmers from the United States, arena presents POWERSKIN Primo, a product designed to provide everything a swimmer needs in a single racing suit.



**“IT’S COMFORTABLE;
I DON’T FEEL THE
COMPRESSION UNTIL
THE MOMENT I ENTER
THE WATER,
WHICH IS WHAT I WANT
FROM A SWIMSUIT.
EVEN MORE FLEXIBLE
THAN THE AIR²
AND MORE
COMPRESSIVE
THAN THE CORE FX.
IT REMAINS STABLE
EVERYWHERE,
EVEN DURING
THE BREASTSTROKE
KICK.”**

*NICOLÒ MARTINENGI,
WORLD CHAMPION
IN THE 100 METERS BREASTSTROKE*



POWERSKIN PRIMO IS THE GENESIS OF A NEW ERA IN ELITE TECHNICAL RACING SUIT DESIGN AND INNOVATION.

Previously limited to suits with either high compression or flexibility, athletes were required to choose the characteristic most beneficial to their stroke, distance, and performance. For the first time, arena has eliminated all compromise, allowing compression and flexibility to coexist in a single racing suit serving the needs of all swimmers regardless of discipline. In some tests, the unique properties

of the tensoelastic Hyperforce™ fabric recorded compression levels over 100% higher than previous models, all while providing extraordinary elasticity that allows easy wearing of the suit and maximum range of motion for unrestricted performance. The internal X-tape configuration provides excellent core stability and connects the hips to the upper body to limit excessive torso rotation.



**“5 OUT OF 5 STARS,
IT’S MY NEW
FAVORITE SUIT!
IT FEELS LIKE
IT LIFTS ME
ON THE WATER.”**

SARAH SJOSTROM,
OLYMPIC CHAMPION
IN THE 100 METERS BUTTERFLY
AND WORLD RECORDS HOLDER



The structure of POWERSKIN Primo promotes an optimal hydrodynamic position of the body. The double-taped power bands, designed to wrap the muscles on the back of the thigh, complement the Hyperforce™ fabric, providing greater support and lift to the legs and hips for an optimal streamline position and maximum reduction in form drag. In addition, the unique flow-channeling surface construction of the Hyperforce™ fabric creates less water resistance to minimize surface drag and allow for maximum speed and performance.



“IT FEELS LIKE WEARING ARMOR WHEN YOU PUT IT ON, BUT WHEN YOU’RE IN THE WATER, YOU’RE REALLY FREE TO MOVE.”

FLORENT MANAUDOU,
OLYMPIC CHAMPION
IN THE 50 METERS FREESTYLE



Unlike nearly all elite racing suits to date - across the industry - POWERSKIN Primo is easy and quick to put on allowing athletes to streamline their race-day routine and spend less time changing and more time preparing to be their best. In the women's suit, for the first time in arena's history, the POWERSKIN Primo will also be available in Long Torso sizes for a near-custom fit and supreme comfort on the shoulder straps without sacrificing compression. Two novelties have been introduced in the men's design: a longer cut from waist to knee provides greater suit coverage for maximum compression where you need it most, while the Hyperforce™ fabric's extraordinary elasticity allows for custom waist height adjustment from low to high, allowing each athlete a comfortable and personalized style.



**AVAILABLE IN OPEN-BACK
OR CLOSED BACK VERSIONS
FOR WOMEN, AND JAMMERS
FOR MEN, POWERSKIN PRIMO**

PRESENTS ITSELF TO THE PUBLIC
IN AN ELEGANT AND SOPHISTICATED
COLORWAY WITH TIMELESS BLACK
ENHANCED BY TEAL DETAILS THAT
HIGHLIGHT THE INNOVATIVE TEXTURE
OF THE HYPERFORCE™ FABRIC.

**POWERSKIN PRIMO WILL ALSO
BE AVAILABLE IN A BOLD
EMERALD BOA COLORWAY
STARTING IN APRIL 2024.**

POWERSKIN Primo will be the star
racing suit of the most anticipated
event of the year and, for the occasion,
will be colored with emotions
thanks to a design inspiration created
by the athletes who will be among t
he protagonists of the 2024 summer.
This unique limited edition
will be available in June.

**POWERSKIN PRIMO
SL OB
RSP € 595**



**POWERSKIN PRIMO
SL CB
RSP € 595**



**POWERSKIN PRIMO
JAMMER
RSP € 395**



OPEN BACK



CLOSED BACK



JAMMER BACK



**ARENA
COBRA
EDGE**



**THE EVOLUTION
OF THE WORLD'S
MOST BELOVED
GOGGLE LINE
HAS REACHED
A NEW FRONTIER;
INTRODUCING
THE INNOVATIVE
COBRA EDGE.**

The structure of this new model is even more hydrodynamic than its predecessors with a refined fit that adheres perfectly to the face, ensuring stability in every phase of the race, from the starting block to each turn.

Cobra Edge is also equipped with SWIPE Technology – a unique reactivating anti-fog coating offering the longest-lasting performance and durability

in the industry, reactivating simply by rubbing a finger on the lenses for new -goggle performance on-demand.

With optimal peripheral vision, greater comfort, and a contemporary design, Cobra Edge is the synthesis of all the elements that have made the Cobra line an instant classic in every pool on the planet: everything you could ask for in a pair of goggles, and more.



**SOLAR STORM OR DESERT SKY?
SCORPION GLOW OR SUNSET BLAZE?**

THE NAME IS ENOUGH TO TAKE YOU TO DISTANT GALAXIES OR SECRET PLACES CHARGED WITH POSITIVE ENERGY, THANKS TO THE COLOR COMBINATIONS CHOSEN BY ARENA TO ENHANCE THE INNOVATIVE FORMS OF COBRA EDGE.

**AVAILABLE IN TEN EXCLUSIVE
COLORWAYS, COBRA EDGE
CAN BE PURCHASED IN NINE
LENS SHADES, MIRRORED
AND NON-MIRRORED,**

TO CONCEAL OR FRAME THE GAZE OF EVERY ATHLETE BEFORE THEIR PERFORMANCE. EACH SWIMMER ONLY HAS TO CHOOSE WHICH EDGE REPRESENTS THEIR MOOD THE MOST:

- SOLAR STORM
- DESERT SKY
- FOREST MIST
- GLACIER RIFT
- STROBE GLARE
- JUPITER BEAM
- SCORPION GLOW
- SUNSET BLAZE
- TUAREG HUSH
- CARIOCA ZEST

**COBRA EDGE
SWIPE MIRROR
RSP € 100**



**COBRA EDGE
SWIPE
RSP € 90**



