



ZERO DISTRACTIONS.

HYPERFLOW. POWERSKIN VELOCE. AIR SONIC.

Maximize Comfort. Minimize Distraction. The new era of performance gear.





GRETCHEN WALSH (USA)

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.**



SUMMER MCINTOSH (CAN)

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 tensoelastic 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.



KATE DOUGLASS (USA)



SUMMER MCINTOSH (CAN)



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.

**POWERSKIN VELOCE
BLACK TEAL**



OPEN BACK
RSP €495



CLOSED BACK
RSP €495



JAMMER
RSP €495

**POWERSKIN VELOCE
VIOLET SURGE
LIMITED EDITION**



OPEN BACK
RSP €495



CLOSED BACK
RSP €495



JAMMER
RSP €495

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.**



KATE DOUGLASS (USA)

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.



GREGORIO PALTRINIERI (ITA) AND KATE DOUGLASS (USA)



KATE DOUGLASS (USA)

**HYPERFLOW
BLACK-BLUE COSMO**



TECH BACK
RSP €65



DOUBLE CROSS BACK
RSP €70

**HYPERFLOW
IMPERIAL BLUE-PURPLE**



TECH BACK
RSP €65



DOUBLE CROSS BACK
RSP €70

**HYPERFLOW
BLACK-BLUE COSMO**



BRIEF
RSP €50



JAMMER
RSP €65

**HYPERFLOW
IMPERIAL BLUE-PURPLE**



BRIEF
RSP €50



JAMMER
RSP €65

AIR SONIC.

**PURE FOCUS.
MAX COMFORT.
ZERO DISTRACTION.**



ALEX WALSH (USA)

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.



GREGORIO PALTRINIERI (ITA)



GRETCHEN WALSH (USA)

STANDARD LENS
RSP €35



120 BLUE-BLUE



110 SMOKE-BLACK

AIR SONIC

MIRRORED LENS
RSP €40



120 BLUE-WHITE



110 EMERALD - PEACOCK



140 GOLD - WHITE



150 - AQUA-BLACK



130 SILVER-ANTHRACITE

**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.**

WWW.ARENASPORT.COM/ZERO-DISTRACTIONS



arena



ARENASPORT.COM