

Running Republic High Performance Running Tights

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Running Republic are the new kids on the block when it comes to innovative running wear. You may not have heard of them, yet, but they are about to explode on the scene with the launch of their running tights exclusively on Kickstarter (*URL link to be provided when available prior to embargo date*) on Thursday 3rd of November 2016.

The Running Republic Performance range includes three pairs of Hi-tech Running Tights that incorporate titanium and carbon, elements proven to enhance athletic performance. With their launch on Kickstarter just around the corner, the duo behind the brand, Sydney-based husband and wife team, Steven Rankin and Bianca Clifton, are super excited to share the tights they've been perfecting for the last 18 months with other passionate runners.

Bianca and her husband Steven grew up in Newcastle, sharing a love for sports, running and surfing. "I'd be out surfing or playing football at any opportunity I had," says Steven, "you are limited with ways to entertain yourself in a small town so you had to get involved in what you could, and back then, it was anything outdoors."

But after high school they lost contact for 10 years until they became reacquainted at their 10-year reunion. "I nearly didn't attend," says Bianca. "I was living overseas at the time and at the last minute came back home. Looking back, it's crazy how circumstances brought us together again."

The reunion not only resulted in a second chance at love, but from there was borne their dream to launch a women's running wear company, Running Republic.

Steven, then still living in Newcastle, moved to Sydney to be with Bianca and make their dream a reality. With a shared passion for running, they headed out every weekend to compete in triathlons or hit the trails (runs), and honed their idea for their brand. They saw a gap in the market for women's performance-enhancing running wear that was affordable, comfortable and attractive. "I grew tired of paying excessive amounts of money for compression tights that were just okay when it came to comfort, fit and performance-based benefits," says Bianca.

The duo started researching all types of performance-based fabrics that could be used to improve running performance. Steven's professional career as a Design Engineer has ensured the designs and fabrics used in their range of Performance Tights are scientifically based. "Engineers utilise the potent properties of Carbon Fibre and Titanium in high-tech machinery, so we decided to put them to the test, using them to power the most advanced machine on earth – the human body."

"We can't wait to launch the Running Republic Performance range this month [October]. We've spent the past 18 months testing and perfecting the tights. We're doing what we love. You could call it an obsession, but we never tire of it and are always looking for ways to improve our product," says Bianca.

Following from the exclusive Kickstarter launch of the Running Republic Performance range, Bianca and Steven plan to expand their distribution channels through their online retail site and in-store placements.

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