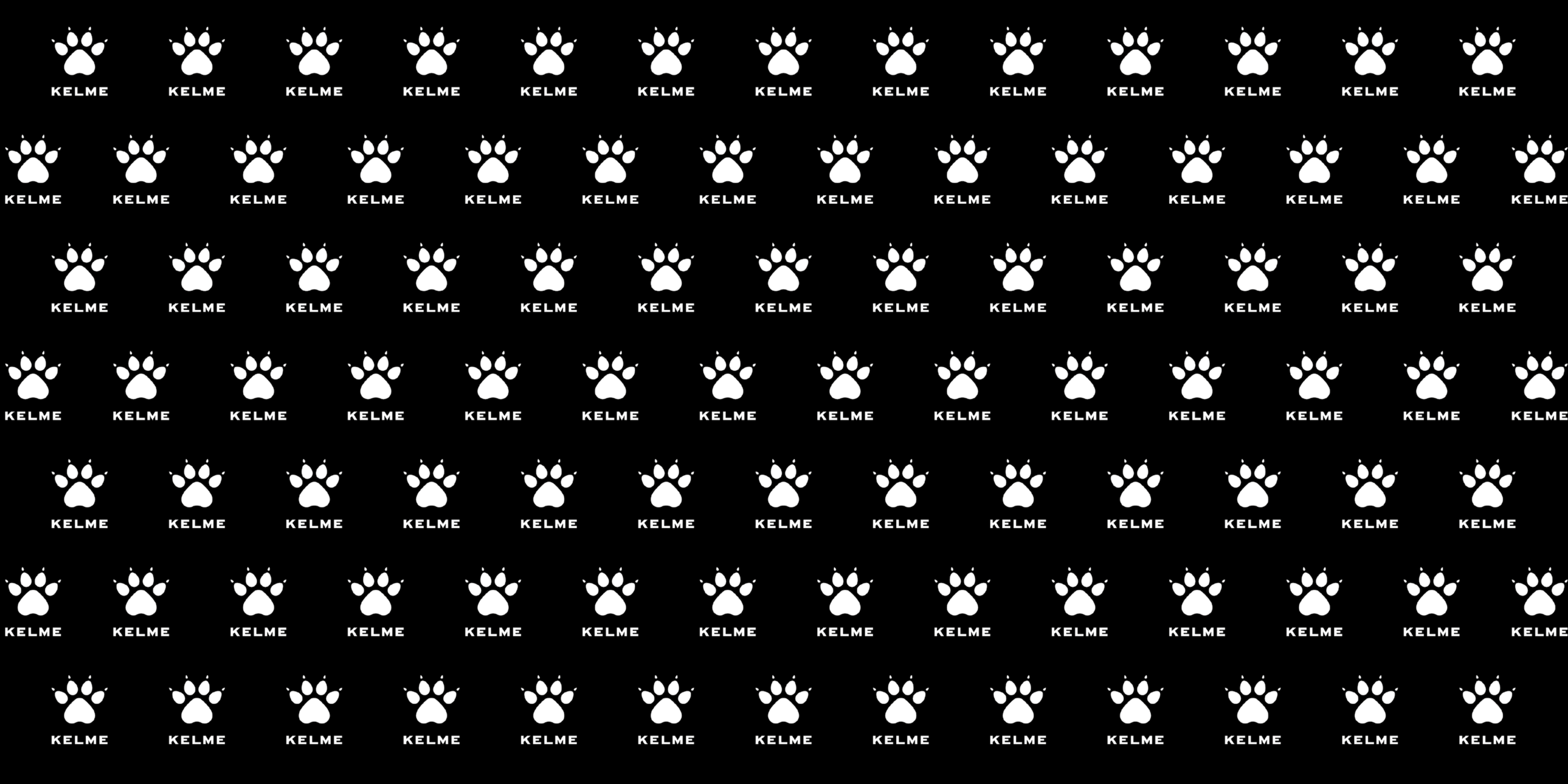




**KELME**



# A lifetime leaving a mark

We are Spirit

- 5 We introduce ourselves.
- 9 History of a mark.

We are Sports

- 31 Kelme and sports.
- Sponsorship.
- 55 Kelme international.

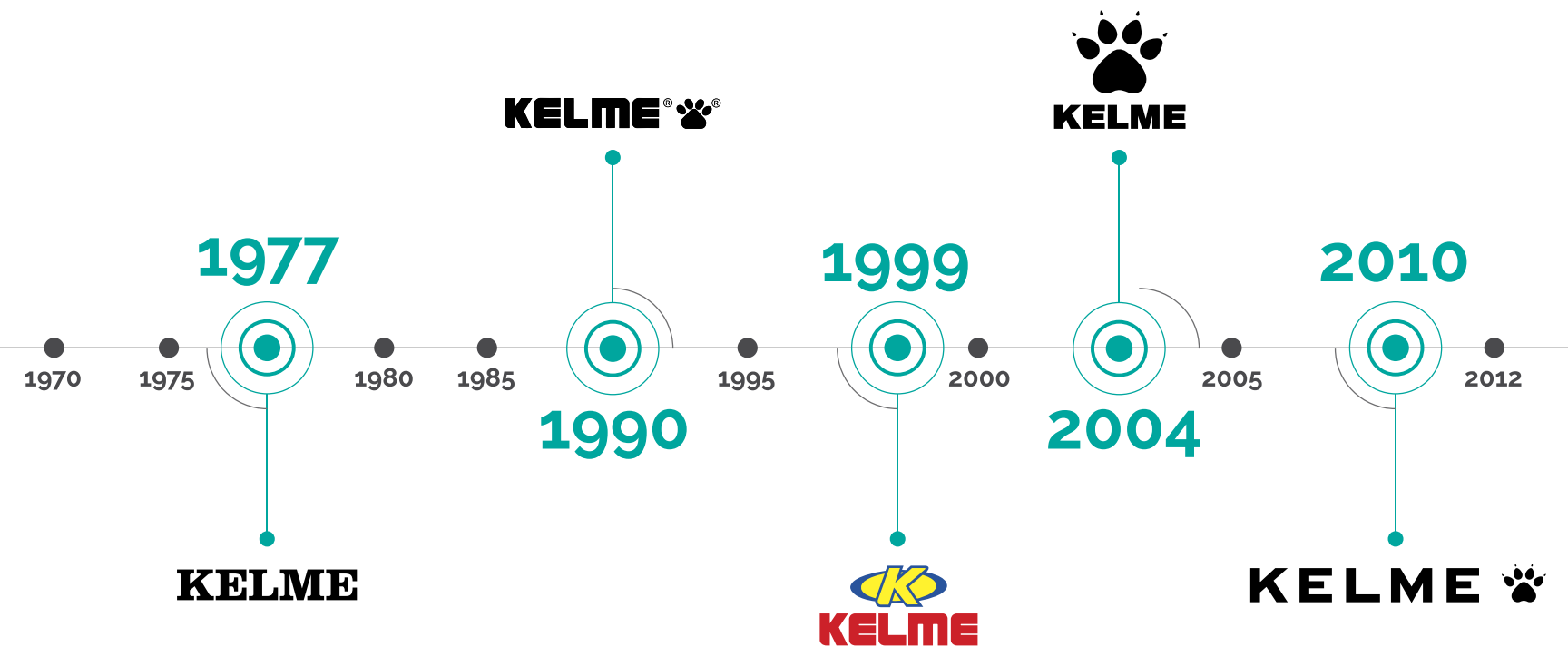
We are Fashion and Innovation

- 57 Fashion, technology and innovation.
- 61 Total control of supply chain.
- 65 Teamwear, Sport Footwear and Casual.
- 77 Kids.





# TIMELINE OF OUR LOGO





We are  
**Spirit**



We are **KELME**  
*We introduce ourselves*

In 1960, **Kelme's** story began in **Elche, Alicante**. A Spanish brand founded with the idea to inspire, innovate and make millions of people live sport like never before. As brand manufacturer of shoes, clothes and sports equipment, its goal is to bring sport into the life of millions of people. It was just the beginning of a story which last nearly sixty years. During these years, Kelme has continually invest on I+D+I to improve the outreach projection of each product.



Due to this, the brand has become a reference in its sector, both locally and internationally, with presence in over 50 countries. In regards to brand image Kelme's paw is more than a symbol, it is an attitude. An attitude towards life, to leave a mark, to give the best of oneself, to reach where others haven't.

Nueva membrana K-Fresh Air by KELME  
Talón y acabados en piel de canguro  
Bordados en hilo de plata  
Corte fabricado al 90% en auténtica piel de TIBURÓN



Edición limitada de 500 pares.  
Servido bajo riguroso orden de pedido.  
Más información en  
[WWW.KELME.COM](http://WWW.KELME.COM)

We are  
**Spirit**



KELME

LEAVE  
YOUR  
MARK





# History of a Mark



GASTON

MIGUELI

MICHEL

SCHUSTER

FUTRE



# History of a MARK



 | **1960**

KELME trademark.



 | **1977**

KELME logo launch with the paw.



 | **1978**

KELME launches the first sports shoe.



 | **1979-2004**

KELME cyclist team during the last 25 years, the longest team in the history of this sport.



 | from **1984**

KELME Official sponsor of athletes: Said Aouita, Jordi Villacampa, Michel Zubizarreta, Conchita Martinez...



 | **1992**

KELME Official sponsor of spanish team in the JJ.OO of BCN 92.



 | **1994**

Conchita wins Wimbledon with KELME.



 | **1994-1998**

KELME, official sponsor of Real Madrid C.F during 4 seasons. Real Madrid and KELME win the 7th Champions league, the first after 32 years.

 | **LEAVE YOUR MARK**



**20%**  | **2018**

KELME sponsors 20% of teams in LaLiga Santander.

• • •  
CHINA: KELME sponsors 71% of professional football.



 | **2014**

KELME starts comercial activity in China.



**LNFS** | **2013-2019**

KELME official sponsor of the LNFS during 6 years.  
- The best futsal league of the world -



 | **2011**

Worldwide launch of the KELME futsal shoe. Star 360 with Michelin technology.



 | **2004-2012**

KELME sponsors the best teams of LaLiga.



 | **2000-2002**

KELME cyclist team wins the team award in the Tour de France.



 | **1998**

KELME Official sponsor of more than 100 players from the first and second division of LaLiga.





## History of a Mark

**KELME**

Kelme is present in the world of sport for nearly six decades. As KELME history is the history of athletes, tennis players, footballers. It is the mark of a brand that has been present in the day to day of the athletes. As a sponsor, or a sports brand introducing in the

market new technologies, exclusive products and unique designs. The mark though the years, has become a benchmark in sport worldwide.

**This is its history.**



**KELME** launches its first sports footwear and becomes a reference in the sports world

1978



The past is  
**BEAUTIFUL**

**1960**  
Kelme trademark.

**1977**  
Kelme logo launch with the paw.

**1978**  
First sports shoe launch.



1979

The company founds **KELME cyclist team**, the longest team in the history of this sport.





## Golden YEARS

1984

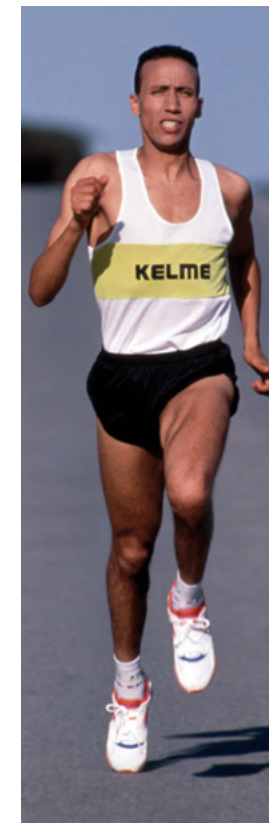
**KELME official sponsor** of athletes like: Said Aouita, Jordi Villacampa, Michel, Zubizarreta, Conchita Martínez...

**KELME®** 



1984

**KELME** meets basketball with Jordi Villacampa.



1992

**Kelme becomes Olympian.** It's the official sponsor of the Spanish team in the Olympic games of Barcelona and follows Fermin Cacho to reach gold.







## Success STORY



1994

**KELME** leads **Conchita Martínez** to win the Wimbledon plate.

**1994**

**Kelme** becomes Real Madrid F.C. sponsor for 4 seasons.



Kelme  
official  
sponsor of  
**REAL  
MADRID**



**1998**

**Kelme** sponsors more than 100 players from the 1st and 2nd division of LaLiga.



1998

**KELME** lifts the **7th Champions League cup** with Real Madrid C.F., the first after 32 years.

Years 1994-1998





Years 2000-2002



## Kelme in SPORTS

**2000-2002**  
KELME COSTA BLANCA cycling team wins the team award in the Tour de France and the mountain award.



Since it started sponsoring Real Madrid C.F, KELME has not stopped supporting great teams of the best league of the world.



Years 2004-2012



**LaLiga**



## Kelme and LaLiga



**Kelme has sponsored more than 30 teams in LaLiga.**

**2011**

KELME launches the futsal shoe **KELME STAR360** with Michelin technology.







## Kelme and FUTSAL

2013

**KELME** closes the sponsoring agreement **of the best futsal league of the world** until 2019, positioning as referent brand in this sport.



**During these 6 years**  
Kelme designs and creates the official ball and shoes for **LNFS**, created for professionals, amateurs lovers of this sport.



2013

**6 YEARS**  
AS THE LEADER  
BRAND IN FUTSAL

2013 - 2014  
Kelme Star 13



2014 - 2015  
Kelme Star 15



2015 - 2016  
Kelme Asteroid 16

2016 - 2017  
Kelme Olimpo 20



2017 - 2018  
Kelme Olimpo Gold



2018 - 2019  
Kelme Olimpo Spirit



**KELME**

SPONSOR  
TÉCNICO  
OFICIAL DE  
LA **LNFS**

During the 6 years of sponsoring the best league of futsal in the world. **KELME** created the successful series of 'Olimpos' launching the models of 'Olimpos 20', 'Olimpos Gold' and 'Olimpos Spirit', to remind the world that this fantastic sport deserves to be **OLYMPIC**.

OLIMPO SPIRIT







## Kelme arrives CHINA

2014

KELME arrived China through Jinjiang Yuanxiang Garments Weaving Co., Ltd. One year later, KELME (China) Co., Ltd. was established in 2015, being a top supplier in Chinese Football Leagues.

2015

KELME starts sponsoring several professional Chinese Football teams.



2018

Kelme sponsors 71% of the professional teams in China. 10 teams in the Chinese League (Second division), all of the C2L - China Second League (Second B) and all of the First and Second Women's division.

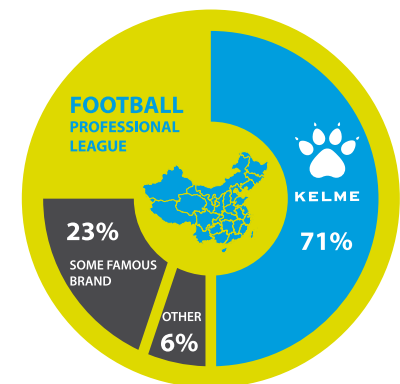


2016

KELME reaches an agreement with the Chinese Football Association Yi League and in 2017 it becomes the **official sponsor of 24 league clubs**. Of the 44 teams of the Chinese Football Association, Kelme becomes a strategic sponsor partner of 24 of them. Almost 50% of the entire association.

2018

KELME signs an agreement with the Department of Education belonging to the Ministry of Sports becoming the official brand of 25 million students in China.



## In 2019, Kelme has sponsored the International Military Sports games CISM

Over 10,000 military athletes in service from more than 100 countries will compete in these games, which are celebrated to commemorate the **70th anniversary** of the People's Republic of China. It is the biggest international sports event after the Beijing Olympics.







2019

**500**  
points of  
sale in  
China.



**LEAVE  
YOUR  
MARK**

With more than 500 points of sale in 180 shops. In just 5 years KELME has conquered the Chinese market.



# The paw print of FOOTBALL



**KELME** sponsors 20% of the kits for **LaLiga Santander**, the best football league of the world.

2018

We keep  
making  
**HISTORY**





We are  
**Sports**



WE SPONSOR 20% OF  
 **TEAMS**

**KELME**





---

# KELME and sports

---

## *Sponsorship*

---



# FOOTBALL

**K**elme was born with the aim of being a reference in the world of sports. Staking on the enthusiasm and the thirst for excellence, the paw print made its way on to the field. Thus, throughout these years, the company has achieved great success in the world of sports.

---

### Kelme is Football, Futsal and Basketball

---

Nowadays KELME continues with their growth rate in football, futsal and basketball. In football, we have sponsored more than 30 teams of the best league in the world. And now we keep sponsoring teams in the first and second division in **LaLiga**.

In international field, KELME also leaves his mark in Russia, Israel, Serbia, Bosnia, in the Super League in Argentina and the First League of Costa Rica.

Thanks to the thirst for improvement, sacrifice and commitment, the brand has crossed all borders sponsoring half of China's professional teams.



# FUTSAL

In futsal, **KELME** has become the 'State of the Art' brand, putting all its effort in continuous innovation in order to create the best collections, which allowed them to sponsor more than 100 professional players and being the official sponsor of half of the LNFS teams.



# BASKETBALL

KELME wanted to rise as high as possible and they succeeded on it betting on basketball. With Saski Baskonia they have achieved the greatest triumphs in Europe as well as being present in the Euroliga.

In 2019 KELME became the new official sponsor of Turkey and Ivory Coast Basketball National Team.



# We are Football

In 2018, **KELME** has become in the official technical sponsor of 4 teams in the first division in **LaLiga**: **Deportivo Alavés**, **Rayo Vallecano S.A.D**, **R.C.D Espanyol de Barcelona** and **S.D Huesca**.

**KELME** becomes the brand with the most presence in the best league of the world, being the official sponsor of **20% of LaLiga teams**.

2018

**KELME sponsors 20% of the teams in LaLiga Santander.**

**KELME** leads every other brand on a level of visibility in **LaLiga Santander**. This historical milestone is the result of the strategy designed by the company **KELME** to consolidate as a top brand for sport kits at international level.



Along with **KELME**, **Espanyol** classifies to play in the **UEFA Europe League**.

2019

WE SPONSOR 20% OF TEAMS  
LaLiga Santander

**KELME**







2019

Kelme  
sponsors the  
sacrifice, the  
delivery and the  
compromise.



LEAVE  
YOUR  
MARK



# KELME

## in Argentina and Costa Rica

In its eagerness to cross borders, Kelme sponsors a large number of international teams, including the Godoy Cruz Antonio Tomba Sports Club, which has played in many national and international tournaments, and they have played for 14 seasons in the top division in Argentinian football. In the 2017/18 season they got second place in the regular tournament, in front of historical teams such as River Plate, Racing Club or San Lorenzo.



2019

**Kelme takes its spirit to Central America and Sudamericana Cup along with three big clubs.**



**In 2019, Kelme starred in along with Colón de Santa Fe.**

2019

Another Argentinian team with Kelme sponsoring since 2019, is the Club Atlético Colón de Santa Fe. They play in the Supeliga, which is the top division in Argentinian football. It is also used to play in the two main continental competitions, the Copa Libertadores and Sudamericana Cup, which have participated in up to four times in the last ten years. Also this year, the Colón of Santa Fe will play the final of the Sudamericana Cup, in Asunción. The champion will get a place for the group stage of the Copa Libertadores de America 2020 and they will dispute

the South American Recopa with the winner of 2019 Libertadores.

In Costa Rica, La Liga Deportiva club Alajuelense is the most scoring team of all national tournaments as well as the one with the most victories. They have played several national and international tournaments, such as the Champion Concacaf League, Concacaf League, Interclubs Cup of the Uncaf, Inter-American Cup, South American Cup, Merconorte Cup and Central American Championship, among others.



# KELME

## and its spirit in Europe

The season has started in all International leagues and KELME is present with its sponsorship in many of them. In addition to the clubs of Argentina and Costa Rica, it leaves its mark in the Dynamo Moscow, the oldest in Russia.



Dynamo Moscow plays in the Premier Russian League and has played several national and international tournaments, such as the Europa League or the UEFA Cup, among others.

**Kelme along side the team with the most tradition in Russia, the Dynamo Moscow.**



Another of the KELME sponsorships, for the 2019/20 season, is the Hapoel Be'er club Sheva, an Israeli team of the most successful Israel Premier League, that has been champion of the same five times. It was the first club of the Israel's history to play the UEFA Cup.



**Kelme leaves its mark in the Israeli Premier League with Hapoel Be'er Sheva.**

ISRAEL





In Serbia, Kelme sponsors Fudbalski Klub Vojvodina, one of the oldest Serbian football clubs. It is a classic in the Serbian Super League and the qualifying rounds of UEFA Europa League. They have won Yugoslavian leagues, a Serbian super league, a Mitropa Cup and an Intertoto Cup under their belt.



The Fudbalski Klub Borac Banja Luka is a Bosnian football club, and one of the most powerful of the Premier League of Bosnia and Herzegovina.

Kelme joins the 2019/20 season after getting promoted from the first League of the Republika Srpska to the Premier League, where they will fight to get to a position in which they can gain access to qualifying rounds for European competitions.



BOSNIA

**Kelme sponsors  
Fudbalski Klub  
Borac Banja Luka  
from Bosnia, a  
symbol of power and  
dedication.**

SERBIA

**Kelme along  
side FK.  
Vojvodina,  
the mythical  
team of the  
Super League  
from Serbia.**





# KELME

## The main sponsor of professional football in China

2019

More than 3,000 professional players in China use **KELME products** for competition, training and daily life.

**KELME** reaffirms its leadership in Asian football with:

-10 teams in China League (2nd Division).

-All C2L - China Second League (2nd B).

-All 1st and 2nd Women's Division.

**In China,** within the sports market of Asian football division, the spirit is present in several teams of Chinese 1st division football, as well as sponsoring 23 clubs that make up the Chinese Soccer League in the 2nd division and all teams that play the 2nd "B".



Kelme is the proud sponsor of the official ball of the China League and 10 of the teams in this league in addition to sponsoring the 24 clubs that make up the 2nd division (C2L).

SEASON 19-20



In 2016, **KELME** starts its collaboration with the C2L (China second division) becoming the official sponsor of all teams in this league. In 2017, **KELME** reaffirms its position and signs the official C2L ball.



# We are Futsal

From 2013 to 2019, **KELME** became the official sponsor of **LNFS**, the best league of **FUTSAL** in the world, from which each victory makes them bigger and each defeat makes them stronger. This is because, in this league, **KELME** is the second skin of each team, of each of its players and of those who in the future will become the greatest.

**KELME** is responsible for giving life to the main elements of this league by creating and designing their official ball and the official shoes that make each player demonstrate the real reason why this league is the best league in the world.

*"Each year, **KELME** continues to defend and raise futsal to the top."*

President of LNFS

2013

**Kelme sponsors LNFS, the best league of futsal of the world.**



SPONSOR  
TÉCNICO  
OFICIAL DE  
LA **LNFS**



Nowadays, **KELME** is the official technical sponsor of these first division football teams:  
**Santa Coloma Industries and El Pozo Murcia.**

2019



LEAVE  
YOUR  
MARK



In these last 6 years  
KELME has managed  
to become the brand of  
reference in futsal.



KELME

SPONSOR  
TÉCNICO  
OFICIAL DE  
LA LNFS

2019

In 2018  
Kelme is:

The number  
one brand  
of sales in  
futsal balls,  
ahead of  
Adidas.

The brand  
that most  
grows  
in futsal  
footwear,  
with a  
growth of  
2 digits.



**KELME** develops the best collection of futsal shoes, distributed in more than 50 countries. It is the only sport brand in the world that developed a collection of exclusive futsal shoes in collaboration with Michelin, which allowed the brand to reach higher in sports shoes.



**KELME** sponsors more than 100 players from the first division of LNFS.



**KELME** dressed 50% of the teams for the first division of the LNFS.



**KELME** sponsored LNFS for 6 consecutive years, the best futsal League of the world.



# We are Basketball



## Saski Baskonia

However, not everything is about futsal... In basketball, the claw is bestowed upon one of the best European teams, **Saski Baskonia**, one of the most successful clubs in Spanish basketball, which has 13 national titles, including 3 leagues and is a regular in the historic Euroleague, the most important club competition in Europe.



LEAVE  
YOUR  
MARK



# KELME

## in 2019 World Basketball with Turkey and Ivory Coast

In 2019, Kelme is the new official sponsor of the Turkish Basketball Team. With this agreement, the brand will provide the necessary clothing and training equipment to help the team show the spirit they have hidden within.

Turkey has been one of the 32 teams that have been part in 2019 FIBA Basketball World Cup of China 2019 and KELME, as the official sponsor of the Turkey Basketball Team, has been present supporting the men's national team to climb to the top.

2019

Kelme  
digs its claws  
in the  
basketball  
courts in  
Turkey and  
Ivory Coast

The Turkish Basketball team in the group stage played against the almighty world champion, United States, and other internationally renowned teams such as the Czech Republic and Japan.



Currently, KELME continues to focus its presence in the world of basketball in 2019 sponsoring the Ivory Coast Federation. With this sponsorship Kelme gets into one of the most important African basketball scenes.

Kelme, along with the Ivory Coast team, had the privilege of playing in the opening match for the FIBA basketball World Cup on

the 30th of August in 2019, against China, the first rival to host the African team in the World Cup.



FIBA  
BASKETBALL  
WORLD CUP  
China 2019

Undoubtedly, these new alliances are a great opportunity for Kelme, who will have the pleasure of being part of these international team and remain the benchmark in the world of sports.









# KELME International

## *Setting style*

KELME's talent is born in Spain but it has internationalized without limits, leaving its mark on more than 50 countries.

INTERNATIONAL

**K**ELME has been a trendsetter for the world for the last **50 years**. With presence in the **5 continents**, it has been growing at a rapid pace since the beginning.

Spain, China, Russia, Ukraine,  
Belorussia, Chile, Argentina,  
Brasil, England, Holand;  
Denmark, Japan, Australia.

These are some of the countries where the spirit has left its mark. **With shops and online stores**, Kelme hasn't stopped growing and being there for millions of people worldwide.

**+ 50 countries**  
**+ 50 years**  
**5 continents**





We are  
**Fashion,  
Technology  
and Innovation**





# KELME

## *Fashion, Technology and Innovation*

Our production model has more than 40 lines that ensure flexibility, availability and quality control throughout the manufacturing process.

▶ We design to offer exclusive products.

▶ We innovate to find new materials and technologies.

▶ We work with the best raw materials.

▶ We manage production with the latest technology.

▶ We control the quality of our products to offer our customers the best product without limits.

### FASHION

**Kelme develops their collections following international trends in terms of fashion and design.**



**A 360° development process of the product that has made us triumph in the sport and also in the street with Kelme's casual line.**

### INNOVATION





## CONTROL GRAVITY

KELME GRAVITY MC is the running shoe of latest generation, for middle and long distance runners, which brings together the best of the KELME design with careful scientific development to provide high sports performance.



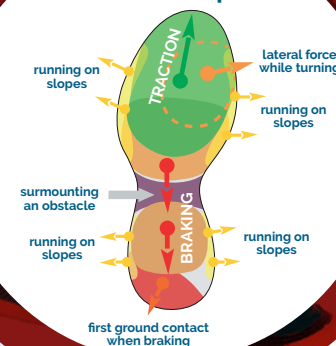
# GRAVITY TECHNOLOGY



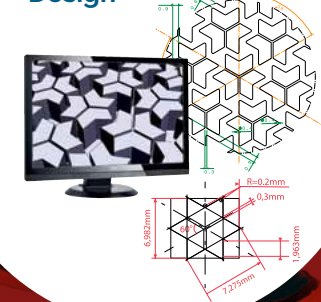
For the past eight years, the **Michelin Technology Center** has been developing compounds of rubber and designing sculptures for high performance sports shoes.

**Michelin's** technical contribution offers outstanding performance for the user in areas like grip, slider, flexibility, adaptability and resistance to abrasion

### Functional Map



### Sculpture Design



# KELME

## *Fashion, Technology and Innovation*

**K**elme makes a great commitment to design in all its collections. Selecting high quality materials, with high level finishes, and handmade manufacturing carried out in the best factories.

Applying the latest technology to the world of sport is one of the secrets to always be part of the elite. That's why Kelme joins large companies and institutions like Michelin, Inescop or the Institute of Biomechanics of Valencia, to develop move advanced sport collections.



**With all of the new developments, the brand adapts to current needs of the most demanding consumers.**



# KELME

## Total control of the supply chain

**T**he control of the supply chain allows the brand to have a perfect logistic model that ensures: price, quality and worldwide delivery.

**KELME** is one of the only brands that fully controls all production processes, which ensures us to manage the main attributes of our industry without depending on others.

**Kelme has their own factory in Asia, that allows quality control for each product to the point of sell.**



With its 40 production lines, Kelme guarantees flexibility, availability and quality control.



In 2019, Kelme relays on its central warehouses both in Spain as in China.

2019

**KELME** has the most advanced model of global supply chain with facilities of more than 40 production lines that guarantee: flexibility, availability and quality control of the entire process.

Two warehouses stores in Spain and China to assure a permanent stock and a fast delivery in any part of the world.

The 7,000m<sup>2</sup> warehouse in Spain ensures stability of the collections, availability and speed of delivery for all markets.

15,000m<sup>2</sup> of warehouse in China ensures a larger assortment, including international catalog products and a greater variety of new developments aimed at filling our fast and growing sales retail model.



---

# KELME

---

*Teamwear - Sport Footwear - Casual*

---



**KELME** is defined as a global sports brand developing very large collections in Teamwear, Footwear and Casual.

Thanks to more than 30 years sponsoring large teams, creating and designing new kits, Kelme makes a difference in their collections of Teamwear and gives teams that wear Kelme of great awareness and a character of its own.

---

**Kelme** is  
Teamwear, Footwear  
y Casual.

---

With this collection, it keeps relaying on some exclusive designs and personalized for each practice. Kelme works with the best raw materials, and with the innovation as a starting point in terms of technology.

65 **TEAMWEAR**



The Sport Footwear collection has a variety of shoe designs for Indoor, Football, Running, Fitness and Casual.

Sports shoes call for comfort and an adequate size to help to avoid injuries.

With this collection, Kelme creates a lightweight shoe and at the same time provides a good absorption of impact.



# CASUAL

The brand's designs have triumphed in sport but also on the street with the CASUAL line of Kelme. Every season, Kelme creates collections with urban and casual designs.

The brand works on the evolution of its more mythical models to develop new products with exclusive designs. Kelme designs their collections following the latest fashion trends and using high quality materials.



# Kelme Teamwear

Every year, Kelme launches 2 catalogs of Teamwear, with hundreds of equipment products, training and accessories, from the most basic products for day to day to innovative products integrating the most advanced technologies.

**The European catalog** ensures stability of collections, availability and speed of delivery for all markets.

**The Asian catalog** offers more assortment with larger variety and new developments.

## TEAMWEAR

**KELME customizes collections and develops products with their own designs.**

### KELME offers:

**Proximity:** with its 2 warehouses that ensures quick response and immediate service.

**Flexibility:** KELME can be 100% adapted to any new idea or proposal. KELME is very proactive in the launching of new projects.

**Customization:** ability to customize collections and develop teamwear lines with exclusive design.

**Innovation:** the development of new materials and technologies is possible due to control of the supply chain.



*“More than 30 years sponsoring top level teams.”*



# Kelme Sport Footwear

Kelme collection competes on all levels :

- SPORT FOOTWEAR
- Indoor
  - Football
  - Running
  - Casual

**KELME** has realized in the last years strategic alliances with the aim of **leaving a mark** on sports footwear, with prestigious entities such as Michelin, Inescop and the Valencia Institute of Biochanics to develop the product and market models that have been a before and after in sports.



## KELME is FUTSAL

**KELME** has the challenge of continuing to develop the most innovative indoor football collection on the market and so it has been since, having opted to be the "State of the Art" of this category.



# KELME STAR360

## TOTAL CONTROL



A shoe that ties **KELME's** knowledge of shoe design with Michelin's best techonology.



## KELME STAR 360

Kelme Star 360 are the best shoes with the best features to play futsal. This model was born from the union of Kelme and Michelin. As a result of Kelme's experience in futsal the shoes are designed to give maximum performance in all aspects of the game.

The advanced materials that have been used for its manufacture, its perfect grip and its smooth glide, thanks to the sole, is the work of technology developed by Michelin.

STAR 360



## KELME ELITE

Model of inspiration of the sport footwear of the 80's, for example with our scalloped K logo on the side. This model is made with high quality materials which reinforces the shovel and heel in natural split leather. Techonology, comfort and design are the necessary ingredients for a leader.



## ELITE

**Classic inspiration  
with cutting-edge  
technology.**

## KELME FLAMENCO

TOP model of Kelme's Futsal collection, made from high quality leather which replicates the design of the original model of the 90's.



KELME  
ELITE  
INDOOR



## FLAMENCO

**Model with  
exclusive  
finishes and  
details.**



**It has a perfect sole for any hard  
surface, as the different patterns  
guarantee the best grip and  
abrasion control.**

## KELME PRECISION

A best seller of the brand made of synthetic split leather, a material of great durability, flexibility and lightness, also developed in high quality leather in its version made for the LNFS.



SPONSOR  
TÉCNICO  
OFICIAL DE  
LA **LNFS**



PRECISION



# KELME SKUALO

An innovative model at the forefront of futsal, with a fabric and design inspired by a shark.

With air inlets on the side for extra ventilation and neoprene interior that gives greater flexibility.

With PVC toe cap offers greater resistance to excessive wear and with ultra breathable and flexible mesh paddles for greater comfort and durability.

## SKUALO

Shoes that keep perfect anatomy to move freely on playing field.



3M Reflective



Strobel



K-Flex



Non Marking



Double Density Sole



Protec



Rubber Ultra Grip



Textil Upper



Cushion Tech



Hisking



Micro Tech



Phylon Tech



Print 3D



Breathable Mesh



Herringbone Sole

Reta a la gravedad.



Nueva Gama Kelme Gravity

No hay terreno imposible, no hay distancia demasiado larga, no hay obstáculos infranqueables. Porque la gravedad es sólo una teoría.



GRAVITY Motion CONTROL



GRAVITY Pronation CONTROL



GRAVITY Trail CONTROL

## KELME K-GRAVITY

### KELME is RUNNING

KELME GRAVITY MC is ultimate running shoe, for medium and long distance runners. It combines the best of KELME design with careful scientific development to provide high sports performance.

A good grip is vital to adapt with maximum safety to the difficulties of the terrain and reduce the risks derived from adverse conditions.

GRAVITY  
TECHNOLOGY



# Kelme Casual

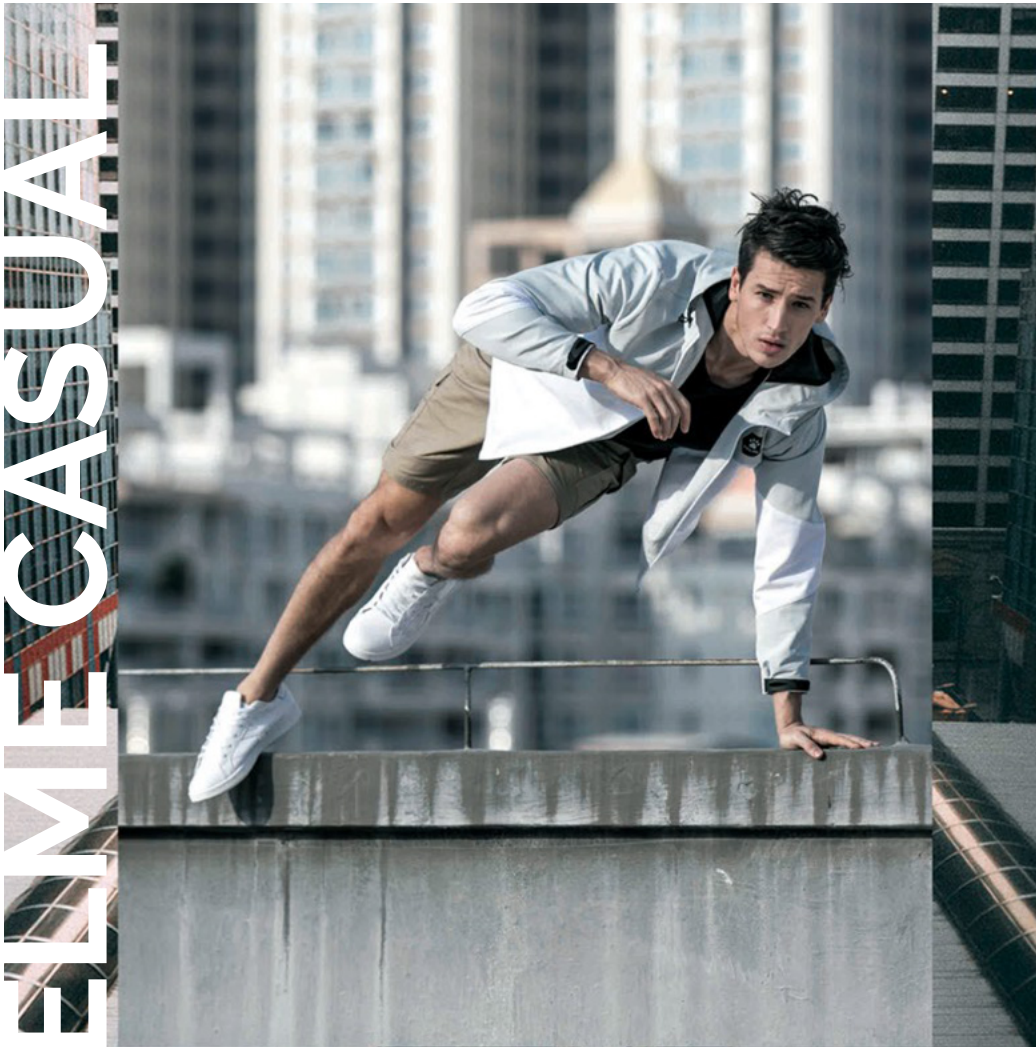
Kelme doesn't settle for just making sports clothes and sports shoes. In their eagerness to grow, Kelme launches CASUAL KELME. In the world of Casual, Kelme is positioned as a global brand designing OUTFIT KELME.

Kelme reinterprets Casual fashion from the world of sport and its history. The brand is constantly working on the evolution of their mythical models while developing new concepts of pure tendency. High quality materials, a high level of finishes, handmade manufacturing and very current designs.

Different footwear and clothing that allows the consumer to create their own style without limitations.



We don't just design clothing and footwear. We sell a way of life.



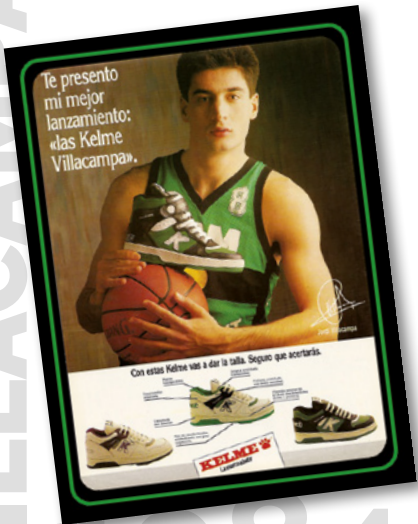
**LIFESTYLE SERIES**

**CASUAL**

A balance  
between our  
Heritage  
models  
and trend  
models.

VILLACAMPA

1984



A clear bet that intends to offer unique products adapted to each sport and urban fashion, with the most current design.



**KELME CASUAL**



# KELME KIDS

**KELME** has the best selection of clothes with the youngsters in mind. Sports material designs helps train in sports activities by wearing the best kit.

From football sala and running trainers, to school or casual trainers. Kelme Kids also has a wide lifestyle selection of clothes with designs of t-shirts, jumpers, jackets and very attractive polos which adapt perfectly to their world.

Kelme Kids, a collection of clothes with the youngsters in mind.



LEAVE  
YOUR  
MARK





