

Birmingham based brand- Elite Training Club disrupts into designer activewear with a unique sustainability approach

Tuesday 14 March, 2023

Birmingham UK-Designer activewear brand Elite Training Club is proud to announce the anticipated brand launch of its debut collection - Midnight. The first of many collections, Midnight, is a designer activewear line crafted to offer an offbeat blend of performance and aesthetic for Gen-Z. It has been carefully designed and crafted with an aim to eradicate fast fashion by offering timeless and limited products.

The Midnight Collection breaks free from traditional norms of fashion about black being associated with winter fashion as the clothes are versatile enough to be worn all year round. The all-black Midnight collection is perfect for those looking for a timeless and signature look, without sacrificing style and practicality.

Upgrade your activewear game with the incredibly soft exterior and slightly oversized fit of the Midnight Hoodie which offers ultimate comfort and ease of movement. If loungewear isn't your vibe, the Midnight Zip-Up jacket is an all purpose piece for the fashion-conscious individual. Whether you are dressing up or dressing down, this jacket is sure to add an edge to any outfit. The brand also introduced Midnight Performance Leggings designed to compliment your legs while still allowing you to move freely and quickly becoming your new favourite wardrobe essential.

To celebrate the launch of Midnight, a one day event will be hosted at Linkstreet - Bullring, Birmingham on the 30th of March with limited registrations available on the website. Participants can become a part of the Elite experience and shop the exclusive collection in person. The demand for the event is unparalleled.

Sunny Punni, founder of Elite Training Club said "Our goal has always been to provide realism and personality with every piece from our collection, while promoting sustainability and environmental responsibility." Midnight is challenging fast fashion norms of mass production by focusing on limited collection drops. "Our collections are limited where we want people to experience pieces from the collection first hand at the event." added Sunny.

We continue to explore the latest technological advancements in digital fashion. Elite Training Club is leading the way by embracing the latest digital trends like NFTs and WEB3 with a metaverse-infused approach. Elite Training Club is significantly contributing and staying ahead of the curve with new and exciting possibilities. "We have spent 20 months on research and development creating something that lasts in design and performance, and we'll continue to explore merging digital fashion with designer activewear for future drops". Sunny added.

The Elite Training Club has understood the assignment and is confident in the success of Midnight, looking ahead and already planning for the next drops, Summer/Autumn 2023. For more information, visit the website <http://elitetrainingclub.com/>

About Elite Training Club

Established in 2020, Elite Training Club is committed to providing designer activewear, being on the cutting edge of fashion and technology. Our emphasis on digital fashion and NFTs distinguishes us in the market, with our limited collections drops maintains exclusivity and high demand. At Elite Training Club, we think that owning exclusive designer activewear should not come at the expense of the environment. We aspire to integrate sustainability and technology into our innovative products. Be part of the exclusive launch event of the Midnight collection and become fashion forward.

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