

# Running Bear Launch Clothing Range with Artist William Heaton

Submitted by: Andrea Sexton PR

Thursday, 3 October 2019

---

Well known running shop Running Bear in Alderley Edge are celebrating the launch of a unique sportswear range. Having teamed up with critically acclaimed local artist, William Heaton, they've created a stunning range fitness gear that benefits from 30 years of sporting experience.

Catriona Marshall, owner of Running Bear said,

"We feel strongly about independent retailers continuing to thrive and this type of innovation is a perfect way to evolve our brand and enable us to continue to have a strong high street presence alongside our traditional offer."

"Our customers love to look great when they're running or enjoying other fitness activities like gym or yoga. We have produced a range for men, women and youngsters that's artistically unique, feels luxurious to wear and has the latest design innovations. As well as supporting local talent in creating the range, we'll be contributing to local charities from the proceeds of the range"

The collection is priced from £12 to £49, offering premium quality. It features many thoughtful attributes such as "grippy pockets" to hold your phone in place while you exercise. The fabrics are soft and breathable and the cut is flattering for both men and women. The range is available at Running Bear shop in Alderley Edge and on their website.

//:ENDS

Editors Notes:

Press Contact:

Andrea Sexton  
Admire PR Ltd  
+44 7887997922  
andrea@admire-pr.com

About Running Bear:

Running Bear has been established in Alderley Edge for almost 30 years and is steeped in sporting heritage. It specialises in Running and in particular offering customers expert gait analysis to select the best trainers for them. It was bought last year by Catriona Marshall, who is rapidly developing the

community credentials of the brand and has the vision of developing more innovative ranges through local talent.

“We’re working hard on many fronts from free Run Groups, to supporting local races and charities.”

<https://runningbear.co.uk/>

#### About Catriona Marshall:

Catriona has had a distinguished retail career. Until July 2017 she was CEO of Hobbycraft, a specialist Arts and Crafts retailer, where she led the transformation over six years from a business in its infancy to a scalable multi-channel business. Prior to that she was Commercial Director of Pets at Home for eight years, delivering a rapid growth programme and supporting two private equity sale processes, to Bridgepoint and then KKR. These two ventures were preceded by career development at Asda over 7 years and FMCG Mars and Kraft Foods.

#### About William Heaton:

William is a critically acclaimed abstract artist who has been described by one of the UK’s most eminent art critics as ‘an extraordinary new talent possessing natural gifts’, ‘a rare thing in art...a self-taught artist who arrives fully formed.’

William’s paintings have colour, balance and movement influenced by his love of running.